APRIL 21, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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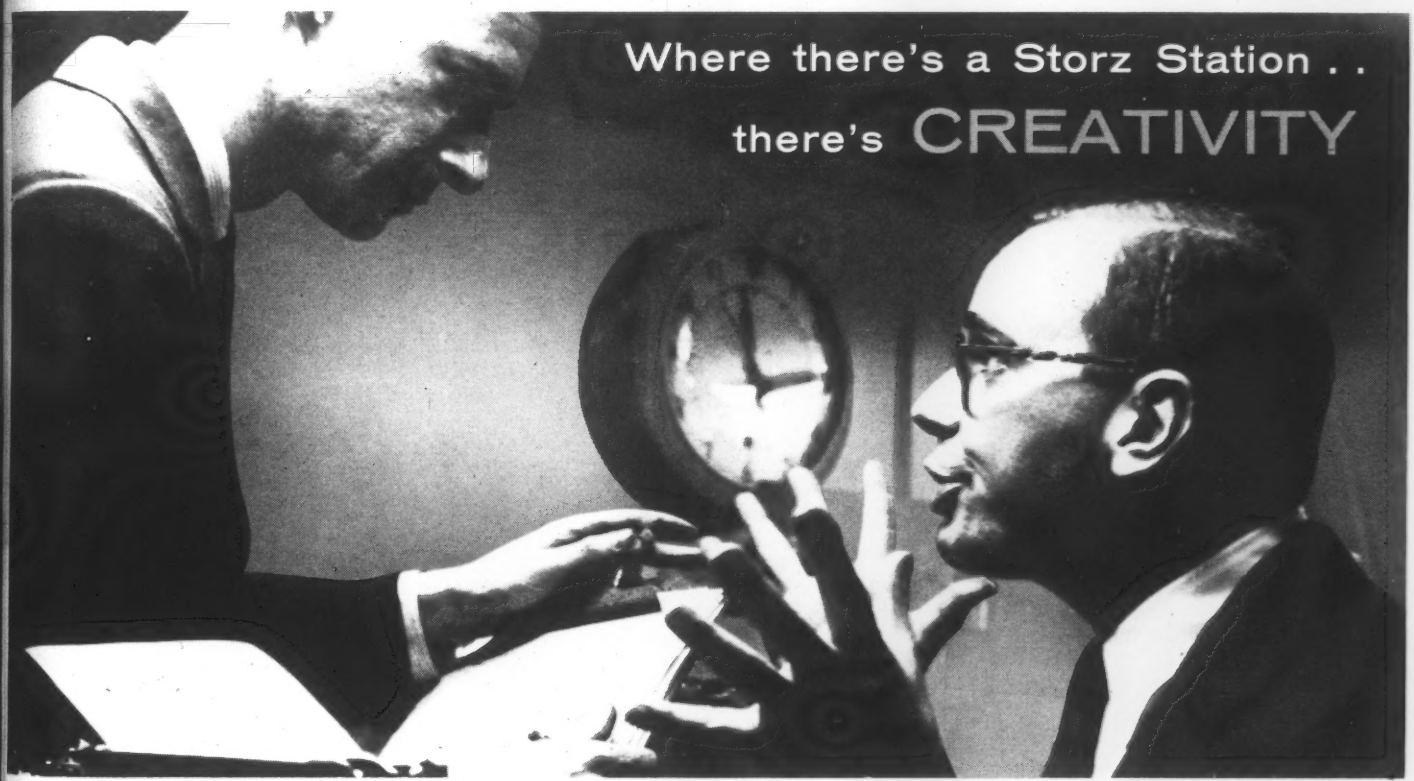


The creativity of self-disciplined professionals who consider the open microphone a constant challenge. . .

who regard the old ways as not necessarily the best ways. . .

. . . creativity which in each of these 4 markets turns more listeners to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Pulse. To talk to the twins . . . talk to Blair, or General Manager Jack Thayer.
KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime ¼. See Adam Young or General Manager Fred Berthelson.
MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

NO. 5 IN A SERIES
TOBACCO

Mail Pouch and *Kentucky Club* are two of the nationally famous buy-words which help contribute to the *super* market value of the WTRF-TV area. These and other quality tobacco products are manufactured by The Bloch Brothers Tobacco Company of Wheeling, West Virginia . . . with 500 employees influenced by the programming of WTRF-TV . . . in an area of 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

"I have been working for the Bloch Brothers people for 22 years, and it's part of my job to help protect the quality of our tobacco products. Even away from work I'm conscious of quality—in food, in clothing, in just about everything. That includes TV-viewing, too, which is why the favorite station at our house is WTRF-TV."

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

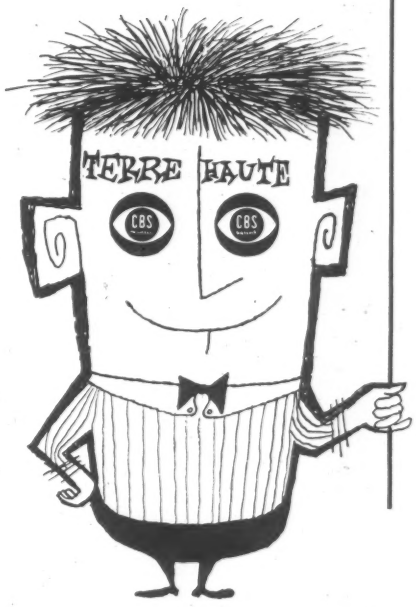
WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL

Terre Haute

INDIANA'S
2nd LARGEST
TV MARKET



251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

CBS

WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

THE CITY WITH A ROSY PRESENT AND A GOLDEN FUTURE...

More people are working in Dallas than ever before in history, and their pockets are bulging with the greatest savings ever reported.

Bank clearings and debits are larger than 1957. So are building permits, postal receipts, the consumption of electricity and gas, and virtually every other index of business activity.

Perhaps 100 people every working day come to "Big D" seeking opportunity. They are welcomed and quickly absorbed into the varied, bustling economy of this metropolitan center.

Your products will find the same warm acceptance if you offer them over Dallas' favorite entertainment and news media . . . KRLD-TV and KRLD-Radio.

JOHN W. RUNYON, Chairman of the Board

KRLD-TV

MAXIMUM POWER

CLYDE W. REMBERT, President

KRLD Radio

50,000 WATTS

CBS TV AND RADIO FOR DALLAS AND FORT WORTH

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit®

EARLY FALL • Despite talk about softness in television sales, advertisers are making decisions earlier and networks are getting onto solid ground with next fall's schedules—in some cases ahead of last year's timetable. NBC-TV's has more fall nighttime programming sold now than at this time year ago and CBS-TV appears to be in approximately same position, while ABC-TV is doing at least as well as it did last spring. Long-term contracts are beginning to come in. Scott Paper, Reynolds Tobacco and U. S. Steel are among those who've already signed contracts running to fall of 1959.

•

It's not "rumor" (as reported Friday) but fact that Kraft Television Theatre *will go off NBC-TV next fall. Kraft Foods Co., Chicago, through J. Walter Thompson, New York, has renewed for its Wednesday, 9-10 p.m. period next season but will drop* Theatre *and replace it with two half-hour shows. Kraft has all but buttoned up pact with Milton Berle to head variety show for first half-hour, undetermined is plan for second half-hour.*

•

ASCAP'S AIM • Why is ASCAP attacking BMI on every possible front when it must realize that it cannot recapture monopoly position under antitrust laws? Something more than informed guess is report that it would be content with 10-year contracts for both radio and television under existing terms and probably figures best way to get them is to campaign legislatively and politically on all fronts.

•

Under existing consent decree involving ASCAP, contracts cannot be made for longer than five-year term. Presumably effort will be made, with hoped for acquiescence of one or more networks, to extend term to 10-year period. Meanwhile there's continuing rumbling that Antitrust Division of Justice Dept. is about to enter another antitrust suit against ASCAP.

•

OLD HAT • Washington observers wondered why New York *Herald Tribune* last week gave big display to series of stories reporting how ex-FCC Chairman George C. McConnaughey had formed partnership, when he left FCC, with George O. Sutton, attorney for applicant which, after merging with another, won ch. 4 in Pittsburgh. Ch. 4 case, *Herald Tribune* reported, was now before federal grand jury. Details of law partnership were reported by BROADCASTING at time it was formed [GOVERNMENT, July 1, 1957] and report that ch. 4 case was under grand jury study appeared in CLOSED CIRCUIT March 17. et. seq.

•

Shoe will be on other foot if FCC decides to call Bernard Schwartz, ousted chief counsel of House Oversight Committee, in court-directed reconsideration of now famed Miami ch. 10 case (story page 46). In returning case, court instructed FCC to make its own inquiry and to report back in six weeks. Mr. Schwartz, after having been fired as general counsel, was key witness in Oversight Committee proceeding and he, along with former Comr. Richard A. Mack, Thurman Whiteside, A. Frank Katzentine, G. T. Baker and others, conceivably could be called.

•

BLAIR KEEPS ABC • One of biggest chunks of representation business in entire radio-tv field, is being renewed under long-term contract and announcement should be forthcoming shortly. It's John Blair & Co. and Blair-Tv's representation of three radio and four tv stations owned by ABC. ABC began working with Blair in 1952, added other properties in 1956. All of these reportedly being renewed.

•

Next general business meeting of NBC-TV and NBC Radio affiliates with network officials has been scheduled for October 22-24 in New York, site apparently to be determined. Last year's sessions were in mid-September at New York's Waldorf-Astoria Hotel.

•

CLEAR TRACK • With issuance of regular license renewal to WCKR Miami last Wednesday, way was opened for consummation of transaction whereby WCKR-AM-FM will be sold to Sun Ray Drug Co. interests (WPEN-AM-FM Philadelphia) for $800,000 [CLOSED CIRCUIT, March 3]. Application for transfer of NBC affiliate, will be filed by Biscayne Tv Corp. (of which Niles Trammell is president) to Dade Broadcasting Co., to be created by Sun Ray. Biscayne, owned by Mr. Trammel and executives of Knight and Cox newspapers, will continue to operate ch. 7 WCKT (TV).

•

Determined to clear FCC decks of long-pending cases quickly, Chairman John C. Doerfer this week hopes to dispose of radically revised license application and renewal form. Special meeting has been set for today (Monday) and to be continued on Thursday if necessary, to whip out new Form 303, particularly as to commercial vs. sustaining categories and programming breakdowns.

•

NEW NAME • Enter "Affiliate Relations Department" at CBS for both radio and television divisions in lieu of "Station Relations Department." Suggestion for change came from Dr. Frank Stanton, president of CBS Inc., to Arthur Hull Hayes and Louis G. Cowan, presidents of radio and tv networks. Reason: new designation is not only more accurate but minimizes staff confusion.

•

Paramount's ch. 5 KTLA Los Angeles will have new operating head with appointment tomorrow (Tuesday) of Jim Shulke, general manager of Paramount Sunset Corp., studio rental division, to succeed Lew Arnold, who resigned suddenly last week as vice president and general manager. Policy direction of KTLA is under Paul Raibourn, president of Paramount Television Productions Inc. (headquartered in New York), subsidiary of Paramount Pictures Inc.

•

REASON WHY • FCC's reopening of dozen-year-old clear channel case (see page 31) is motivated largely by certain members of Congress. Chairman Morse (D-Ore.) of Senate Small Business Subcommittee has repeatedly charged FCC with inordinate delay in handling of plea of daytimers for uniform hours of operations, which is inextricably woven with clear channel case. It will be fall before reply briefs are in on FCC's invitation for comments on proposed rulemaking but since FCC's procedures are being followed, Congressional critics cannot properly complain about delays.

•

FCC Comr. Rosel H. Hyde, who left Washington suddenly April 11 because of serious illness and subsequent death (on April 12) of his 91-year-old father, will remain at family home in Downey, Idaho, to handle family affairs until NAB convention in Los Angeles, April 27-May 2. He will participate in convention proceedings and return to Washington afterward with his colleagues.

•

NOT ANOTHER! • Current session of Congress has been most active, broadcastwise, of any predecessor and firing promises to get heavier before adjournment. It is almost sure thing now that Senate Commerce Committee—with two industry hearings in progress this week—will hold hearings on bill (S 376) by Sen. Bricker (R-Ohio) placing networks under direct regulation of FCC. Bill's author has been pushing for airing and committee now plans to go ahead without waiting for outcome of FCC hearings on Barrow Report. Definite announcement is expected soon.

•

Ken R. Dyke, who retired last year as vice president of Young & Rubicam and who formerly was NBC public relations vice president, has been appointed consultant to broadcasting service (Voice of America) of U. S. Information Agency. His activities will be primarily in tv development, it's understood.

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

Our tenth annual Spring seed catalog is ready for mailing.

Despite the heavy winter and some poor growing conditions reported in other areas, Upstate New York seems pointed toward another abundant year.

Advance editions of our catalog show that night-blooming Star Theatres seem to have caught the public fancy again this season. Those who wish an early profusion of color are ordering the long-stemmed 10-plans.

Yes, it could be a banner growing season. If you expect to do any planting you better order your catalog from us early.

Or better yet, call your green-thumbed Katz man.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

NAB Convention Preview—A special 34-page section detailing the events, the exhibits and the people set to go in Los Angeles next week. Begins Page 79.

OFFICIAL, UNOFFICIAL AGENDAS ..... *Page 80*
"WHERE TO FIND IT" DIRECTORY ..... *Page 82*
NON-CONVENTION LOS ANGELES ..... *Page 84*
WHAT THEY'LL SHOW AT EXHIBITS ..... *Page 94*
LATEST ADVANCE REGISTRATION ..... *Page 102*

Clear Channels Threatened—FCC moves toward duplicating half of 24 Class 1-A assignments. Questions 35-year-old policy designed to bring primary service to vast areas. Affected stations are naturally unhappy. Page **31.**

Offer to Advertisers—Audience analysis shows that spot tv schedule added to network show can bring a pronounced gain in unduplicated audience. NBC Spot Sales says it will have job done for any advertiser on any network, free of charge. Page **33.**

Marketing, Creativity, Occupy AAAA—Advertising's role in stemming current recession also to be explored in annual meeting of agency association, starting Thursday. Some 600 agency, advertiser and media guests expected to attend. Page **34.**

AT&T's Animated Character—On tv for Bell Companies, Wolley Segap will extoll services of telephone classified directory. Page **36.**

BMI Rebuttal—Opponents of Smathers bill in first opportunity to testify, hit proponents' charges of BMI-broadcaster conspiracy to exclude ASCAP tunes; claim BMI eliminated ASCAP monopoly in music licensing field by giving composers chance to get their works before public. Page **42.**

Court Remands Miami Ch. 10—U. S. Court of Appeals shoves controversial tv grant back to FCC. Page **46.**

Network Affiliates Answer Barrow—Heads of stations tell FCC hearing that present practice not only benefits networks but also are good for stations. Page **47.**

Oversight Implementation—Rep. Harris puts teeth in oversight proposals by introducing measure to carry them out. Rep. Reuss introduces bill which drafts code of ethics for FCC and requires that grant go to highest bidder among equally qualified applicants. Page **52.**

Post-1955?—United Artists Television narrows gap as it gets ready to spring a third package of post-1950 films to tv—many of them barely out of neighborhood movie palaces. Page **56.**

CBS Officials Offer "Cautious Optimism" for '58—Stockholders are told thay can reasonably expect "another good year," but are cautioned that Washington climate, economic developments and prolonged IBEW strike could be upsetting factors. Page **94.**

NBC-TV, ABC-TV Revise Cost Structures—ABC issues new rate card which lowers some discounts, raises others, establishes rates for one-minute participations. NBC-TV overhauls discount structure, lowering requirements for reaching maximum benefit, offering new incentive to year-around advertisers with combinations of programs, increasing maximum attainable daytime discount. Page **112.**

CBS Strike Impasse Broken—Federal mediator announces that International Brotherhood of Electrical Workers agreed Thursday to vote on new network proposal said to raise base pay to $191 a week in three years. Strike continues pending union referendum. Page **114.**

Freedoms of Electronic Journalism—Independently authored report released by Fund for the Republic concludes that broadcast licensing should not preclude broadcasters from free press status. Report covers CBS-TV's Khrushchev interview of last June. Page **116.**

Whither Westerns?—Prairie shooters, gunslingers and frontiersmen are left saddle sore after a fast ride to nowhere: Academy of Tv Arts & Sciences' Emmy thumbs down collies, champagne music and multi-thousand dollar quizzes and votes for a return to sanity. Page **117.**

RCA Finances Workshop—Plans educational tv laboratory at New York U. RCA President Burns outlines electronic-equipped "classroom of tomorrow." Page **118.**

MR. SKOOG

All That Glisters, etc.—Charles V. Skoog Jr., president of Hicks & Greist, delivers fruits of his investigation into barter tv. He finds pitch more potent than payoff. It's in MONDAY MEMO. Page **133.**

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AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

Among Kansas City men and women it's a WHB world

photograph by John Burwell

...because WHB talks to more men and women than the next three Kansas City stations combined

IT'S AN EDDIE CLARKE MORNING, TOO! A fine example of WHB's dominance among men and women is Kansas City's "Morning Mayor," (see picture on wall) who attracts 47% of all the men and women who listen to the top four Kansas City radio stations. Eddie is a 20-year veteran of Kansas City radio; an outstanding civic leader, and a sought-after speaker. His deep, cheerful voice is the most listened-to in town.

New audience composition analysis reveals: 51.7% of *all* the men and women who listen to the top four Kansas City radio stations . . . listen to first place WHB. (Nielsen, Dec., 1957), 6 a.m.-6 p.m.). In every quarter hour not only is WHB first in total audience . . . but in addition, reaches more adults than any other station.

So to reach Kansas City housewives . . . *and* the men in their lives . . . WHB is the buy any hour of the day. Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket and tremendous 96-county coverage. Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

WHB *10,000 watts . . . 710 kc.* **Kansas City**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Union O.K.'s CBS Terms, Starts Return to Duty

CBS technical employes were going back to work over weekend following acceptance of network's new three-year contract terms by 1,300 striking members of International Brotherhood of Electrical Workers (early story page 114).

Results of strikers' balloting, announced late Friday, showed 7-4 ratio in favor of accepting new terms. Base pay of technicians goes up 6.4% effective last Feb. 1, or from $175 to $185.50 until Aug. 1, 1959. At that time it goes up another 2.4% for another 18 months, to $190. Additional week of vacation granted for 15 years' service, making total of five weeks. Three-weeks' vacation now given after one year and four weeks after five years.

Under old contract technicians had been getting $92.50 to $175 weekly, top scale being paid after four years.

Albert O. Hardy, IBEW director of radio-tv-recording, said picketing had been called off Friday afternoon. He added union men were going back to work on varying schedule depending on local conditions. On CBS Radio and on its owned stations, all technicians were to return to work at 12:01 a.m. Saturday. On CBS-TV and on all stations except Milwaukee and Hartford, employes were to return at 12:01 a.m. Sunday. In Milwaukee and Hartford, they were to return at 12:01 a.m. Saturday.

Palm Springs for Corinthian

Corinthian Bcstg. Corp. announced Friday that meeting of general managers of its stations and of Corinthian executive staff from New York will be held in Palm Springs, Calif., May 1-4, following NAB convention in Los Angeles. Scheduled to attend are following vice presidents and general managers of stations: Robert B. McConnell, WISH-AM-TV Indianapolis; R. Morris Pierce, WANE-AM-TV Ft. Wayne, Ind.; James C. Richdale, KOTV (TV) Tulsa; Paul E. Taft, KGUL-TV Houston. Executive staff members: C. Wrede Petersmeyer, president; Robert F. Bryan, secretary-treasurer; Johnston F. Northrop, assistant to president; George G. Jacobs, director of engineering; Don L. Kearney, director of sales; Robert H. Salk, director of programming, and Charles H. Smith, director of research.

D. J. Art Ford Dropped by WNEW

In reorganization move at WNEW New York, disc jockey Art Ford was dropped from station Friday because of "difference of opinion" over presentation of Mr. Ford's *Make Believe Ballroom*. Mr. Ford, in Brussels, Belgium, where he originated his shows from the World's Fair Thursday, was unavailable for comment. William B. Williams, WNEW d.j., will assume *Ballroom* and Al (Jazzbo) Collins, formerly with WNEW, and Dick Partridge, WHIM Providence, R. I., will be added to disc jockey staff.

Edward Lamb Awarded $25,000 By Federal Jury in Nashville

Damages totaling $25,000 awarded Edward Lamb, broadcaster-publisher, in Friday night verdict by U. S. District Court jury in Nashville, Tenn. Mr. Lamb had sued WSM Inc., WLAC (radio) and Rep. Pat Sutton (D-Tenn.) for million dollars on ground they had carried broadcast in which Rep. Sutton had called him "known communist," among other statements.

Jury awarded Mr. Lamb $15,000 from WSM Inc. and Rep. Sutton, and $10,000 from WLAC (radio) and Rep. Sutton. Jury based awards on this sentence allegedly uttered by Rep. Sutton: "They [FCC] took his radio and tv stations away from him."

Court had heard argument on Sec. 315 of Communications Act, forbidding censorship by stations of remarks by candidates, but jury was absent during this argument and did not rule on application of Sec. 315. Judge William E. Miller will hear any appeal arguments May 12.

Judge Miller had overruled motions by defendant broadcasters for dismissal of suit near end of trial. Mr. Lamb filed libel suits as result of statements allegedly made by Rep. Sutton during 1954 talkathon. (WLAC-TV Nashville is not one of defendants, as incorrectly stated in April 14 BROADCASTING.)

One suit asked $500,000 damages from WSM Inc. and Rep. Sutton; other asked same sum from WLAC (radio) and Rep. Sutton. Early in trial court had ordered directed verdicts in favor of two other defendants—National Life & Accident Insurance Co., operating WSM-AM-TV and Life & Casualty Insurance Co., operating WLAC Radio.

MUTUAL MAKES NEWS

Mutual claimed "exclusive" Friday in broadcasting statement from U. S. Treasury Secretary Robert B. Anderson that processing of federal income tax returns for refunds is being speeded up for payment before May 31 as anti-recession move. Mr. Anderson was asked by Mutual if government were expediting processing of taxes for possible refunds and treasury official prepared statement for release on network's 3:30-3:35 p.m. newscast. Item was picked up immediately by major press associations, crediting MBS as source.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

FORD RENEWS • Ford Motor Co., Detroit, through J. Walter Thompson, N. Y., has renewed *Wagon Train* (Wed., 7:30-8:30 p.m.) on NBC-TV for another year, effective start of fall season.

ANOTHER ROUND • Prudential Insurance Co. of America, Newark, N. J., renews $6 million, 52-week contract on CBS-TV for documentary or news depth series for second year. During summer, Prudential will run *Air Power* series, returning in fall to its *Twentieth Century*.

TEAS BREWING • Ice tea time upcoming for number of radio stations next month. Biggest push so far is out of Young & Rubicam for Thomas J. Lipton tea, Jersey City—10 week campaign in more than 100 markets starting May 5. Tea Council of U. S., through Leo Burnett Co., Chicago, will invade 29 markets with 10-week radio drives starting May 15 (Deep South), June 1 (Middle South) and June 15 (northern states). McCormick & Co., Baltimore, on May 19 begins 13-week radio campaign in 15 southeastern markets; agency is Lennen & Newell, N. Y.

TV FOR COLGATE • Colgate Co., N. Y., for its dental cream, placing television spot schedule starting yesterday (Sun.) for six weeks in approximately 80 markets. Agency: Ted Bates & Co., N. Y.

MUM IN 61 • Bristol-Myers Co. (Mum), N. Y., reported launching spot radio campaign in 61 markets throughout country today (Mon.) to supplement company's effort in daytime radio-tv serials. Spot campaign set for 18 weeks. Agency Doherty, Clifford, Steers & Shenfield.

ANAHIST BUYING • Warner-Lambert (Anahist Co.), N. Y., buying daytime minutes in number of television markets starting this week for 21 weeks. Agency: Ted Bates & Co., N. Y.

HEARING AID SPOTS • To appeal to elderly men and women, Linguaphone, N. Y., is contemplating spot announcement radio campaign to start sometime in May in about dozen markets. Lewin, Williams & Saylor, N. Y., is agency.

UP TO DEALERS • Sealy Inc., Chicago, Friday announced major spring promotion for posturepedic mattress, to include 8-, 20- and 60-second animated tv film commercials and six 50- and 30-second recorded spots featuring Arlene Dahl, Eddie Albert and Mercedes McCambridge. They're produced by Sealy's agent, J. Walter Thompson.

at deadline

Patents Next for Oversight; Hearings Set Wednesday, Thursday

House Legislative Oversight Subcommittee will hold hearings Wednesday and Thursday of this week on alleged patent monopoly control in the broadcasting equipment and manufacturing fields, Chairman Oren Harris (D-Ark.), stated Friday. First witness will be William Bauer, former FCC patent attorney who retired last August.

While at Commission, Mr. Bauer wrote 500-page report on alleged patent misuse and abuse and frequently urged FCC or congressional action. He also advocated, without success, requirement that licensees be required to file at FCC all patents held by them.

Rep. Harris said first stage of hearings called to "get a purview of the work done by Mr. Bauer" and will be followed by other sessions. Chairman said representative of FCC, patent attorneys and equipment manufacturers also expected to testify. To be considered are problems of patent control over broadcast equipment, FCC rules and type-equipment specifications, and who controls patents, whether by ownership or other means.

New York federal grand jury in February indicted RCA on charges of conspiring to restrain manufacture, sale and distribution of radio equipment and in patent licensing practices [AT DEADLINE, Feb. 24]. RCA pleaded innocent to charges and case currently is awaiting trial.

FCC Restricts Spectrum Area

Broadcasters have lost some auxiliary frequency space in microwaves, according to orders issued Friday by FCC.

Commission issued final order deleting availability of 890-942 mc band for other than industrial-scientific-medical assignments because of military defense needs. This band includes standard radio studio-transmitter link band, 925-940 mc; tv STL link (for audio) in 890-911 mc band and fm STL band, 940-942 mc. (but fm retains 942-952 mc for this purpose). Broadcasters operating in deleted bands are permitted to remain, subject to interference from government usage.

In proposed order, Commission said it looked to permitting common carrier communications users displaced from 890-942 mc to share 942-952 mc with fm broadcasters.

Daytimers Ask Deadline Extension

FCC was asked late Friday to extend from May 2 to May 19 deadline for comments on rulemaking on Daytime Broadcasters Assn.'s petition to extend hours of daytime am stations. Request was made in behalf of more than dozen stations by Harrison Slaughter, Washington attorney, apparently because of upcoming NAB convention, and was consented to by Ben Cottone, Washington attorney representing DBA, because DBA wants time to digest FCC action last week on related clear channel case (see page 31).

FCC Cross Examines Affiliates, Ends That Phase of Barrow Case

FCC Friday wound up network affiliates' appearances in Barrow Report hearing, was scheduled to sit tomorrow (Tues.) to hear Richard A. Moore, KTTV(TV) Los Angeles, arch foe of network practices.

During cross examination of NBC affiliates, Commission counsel Robert J. Rawson asked Harold Essex (WSJS-TV Winston-Salem, N. C.) why networks frowned on use of Ampex VTR to tape network programs for delayed broadcast. Mr. Essex answered that it was common knowledge in industry that networks had not worked out arrangements on use of VTR with unions; he added WSJS-TV does not yet have video tape recorder. Subject was originally introduced into hearings by Donald G. McGannon, Westinghouse Broadcasting Co. president [AT DEADLINE, April 14].

Cross examination of NBC Affiliates' witnesses Edward C. Lambert (KOMU-TV Columbia, Mo.), William C. Grove (KFBC-TV Cheyenne, Wyo., and KSTF(TV) Scottsbluff, Neb.) and Lawrence H. Rogers (WSAZ-TV Huntington-Charleston, W. Va.)—all of whom completed the NBC presentation Friday—was perfunctory. Questioning by staff and commissioners (Comrs. Hyde and Ford were absent) was pointed mostly at affiliates' opposition to proposal that network should place program on another station in same market if regular affiliate could not carry at time offered if sponsor agreed.

2 Million More Tv Sets Abroad

Overseas television recorded its biggest gain in history, adding 2.1 million new receiving sets during first quarter of year, according to U. S. Information Agency. Western nations added 1.5 million sets and Communist bloc nations 600,000, raising foreign tv total to 18.5 million sets as of March 31.

By end of year 25 million sets will be operating abroad, agency predicted. This would be 5 million above original expectations for 1958. Agency's figures do not include U. S., Canada, U. S. territories or armed forces installations abroad.

Japan became fourth foreign nation to cross 1 million set mark. Others are United Kingdom, 8.5 million; USSR 2.5 million, and West Germany, 1.5 million.

PEOPLE

LEW ARNOLD, vice president-general manager, KTLA (TV) Los Angeles, resigned Thursday. He will be succeeded by **JIM SHULKE,** presently general manager of Paramount Sunset Corp., studio rental division of Paramount Pictures, KTLA licensee.

DR. SEYMOUR BANKS, manager of media planning and research for Leo Burnett Co., Chicago, named chairman of audience concepts committee of Advertising Research Foundation.

MARTHA HYLAND, 37, wife of Robert Hyland Jr., general manager of KMOX St. Louis, died Thursday. She is survived by her husband and two sons, Robert III, 15, and Claiborne, 13.

With **MARTIN MANULIS** finishing his chores as producer on *Playhouse 90* on CBS-TV at end of this season to move to 20th Century-Fox, network planning to assign **HERB BRODKIN, FRED COE** and **JOHN HOUSEMAN** for next season's productions. Additionally, CBS-TV understood negotiating with **KERMIT BLOOMGARDEN** and **CECIL B. DeMILLE** for one-time shows in *Playhouse 90* series.

JACK FRIEDMAN, copy chief at Erwin Wasey, Ruthrauff & Ryan, Chicago, to Keyes, Madden & Jones, same city, as senior writer effective May 1.

NAB Board Gets Authority To Call Shots on Convention

NAB membership overwhelmingly approved by-laws amendment giving board of directors full right to specify rights of associate members (equipment, program service, representatives and other non-broadcast interests). Vote was 947-59, Secretary-Treasurer Everett E. Revercomb announced in Los Angeles Friday.

Referendum was taken after board had decided last January to exclude film and other service firms from annual NAB convention exhibits, permitting only equipment exhibits. Board also had voted to confine annual convention to top management-ownership delegates. Film and service groups will be allowed to exhibit at NAB regional conferences in autumn. By-laws vote was necessary because board was found to lack authority for limitation on exhibit rights of some associate members.

St. Louis AAAA Elects Officers

Marvin D. McQueen, vice president of D'Arcy Adv., elected chairman of St. Louis council of American Assn. of Advertising Agencies. Member of association's board of governors past year, he succeeds Maurice L. Hirsch, president, Hirsch, Tamm & Ullman Inc. Other officers elected: James A. Firth, Winius-Brandon Co., vice president; John H. Leach, Gardner Adv., secretary-treasurer. New governors are Melvin E. Roman, president, Roman Adv., and George H. Shields, president, French & Shields.

R
EVER!

ITOR
STER THAN EVER!

ONITOR
PLACES-FASTER THAN EVER!

MONITOR
IS GOING PLACES-FASTER THAN EVER!

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record $5,000,000 annually!

MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns.

NATIONAL ADVERTISER	LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND
AMERICAN MOTORS CORPORATION	21,461,000
GENERAL MILLS, INCORPORATED	21,962,000
LIGGETT & MYERS TOBACCO COMPANY	10,102,000
THE NESTLE COMPANY, INCORPORATED	20,600,000
PABST BREWING COMPANY	21,962,000
PLOUGH, INCORPORATED	21,461,000

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences – and advertisers. You can go places, too, on . . . **MONITOR**

THE WEEKEND RADIO SERVICE OF NBC RADIO

AGAIN! ANOTHER FIRST FROM W

Big Sales for your Station with
RADIO'S SENSATIONAL NEW
MUSICAL QUIZ GAME...

"MATCH

COMBINING TWO OF THE
GREATEST INGREDIENTS OF
MODERN MERCHANDISING

MUSIC • QUIZ

Merchandise your Station
for greatest Audience-
Advertiser IMPACT!

FUN-FILLED FOR YOUR LISTENERS!

PROFIT-PACKED FOR YOUR SPONSORS!

M WORLD!

AT THE NAB CONVENTION:
See "Match-A-Tune" and other sales boosting ideas galore!
ROOMS 2200-2201 • HOTEL BILTMORE
LOS ANGELES • APRIL 27 - MAY 1

A TUNE"

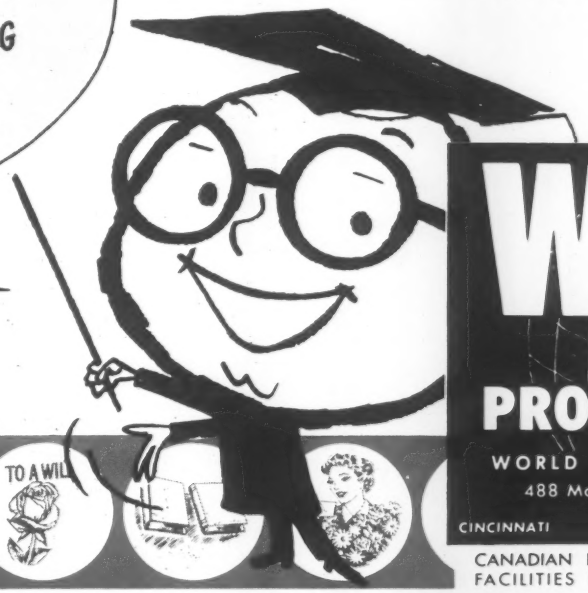
RADIO'S POWER-PACKED MONEY-MAKING IDEA!

YOUR NEW SALES PRODUCER ALL YEAR 'ROUND!

- Develops habit-tuning to your station!
- Excites your sales organization!
- Builds store traffic and sales for sponsors!
- Gives your station a new and distinctive personality that will . . .

SELL AND SELL AND SELL!

LOCAL, REGIONAL, AND NATIONAL ADVERTISERS WILL WANT TO CASH IN ON YOUR STATION'S NEW SELLING OPPORTUNITY.



WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

NOW AVAILABLE!
ONE MINUTE SPOTS
$80 GROSS EACH ON
"THE EARLY SHOW"
MONDAY-FRIDAY
5:30-6:55 PM
C/M VIEWERS: 53¢*
*ARB, FEBRUARY, 1958

The finest in film entertainment. A different movie every evening on Channel 17, from WBUF's great Warner Brothers and Republic Pictures Library.

WBUF CHANNEL 17 NBC IN BUFFALO

SOLD BY NBC SPOT SALES

OPEN MIKE

They Like It

EDITOR:

That was a nice story on Madame Rubinstein [ADVERTISERS & AGENCIES, April 7].

Hendrik Booraem Jr.
Vice President, Radio & Tv
Ogilvy, Benson & Mather
New York City

EDITOR:

. . . Your story on Helena Rubinstein is terrific.

Amy Blaisdell
Public Relations Dir.
Helena Rubinstein
New York City

Others in Agreement

EDITOR:

. . . It was indeed a pleasure to write the piece [MONDAY MEMO, April 7]. It gave me an opportunity to say something that I sincerely believe in and . . . I have already received quite a few pats on the back.

Victor Seydel
Vice President & Dir. of Radio-Tv
Anderson & Cairns Inc.
New York City

Rock and Roll; Pro and Con

EDITOR:

The article by Buzz Hodges on rock-and-roll radio [MONDAY MEMO, April 14] is an excellent summation of the problem faced by any advertiser and agency. It also reflects the dilemma faced by many stations in deciding a programming vehicle.

We don't criticize those stations who have built sizable teenage audience; however, we do issue a word of warning to stations in heavy competitive markets such as our own (Camden-Philadelphia) who are considering joining the top 40, top 87, etc. ranks. If you go . . . then, man, go all the way! Don't try one or two hour a day stints against all day r&r stations. The kids stick with the station on the all day rock and roll beat.

Our policy (certainly not unique) of pops by top artists and good album features, coupled with strong local news, still seems the logical answer to reaching the adult buying consumer.

David A. Moss
Program Director
WKDN Camden, N. J.

EDITOR:

Don't you think it is time you called a halt to the free space you are giving to the newly-formed club of uninformed "experts" who don't like rock and roll on radio? I realize this may make interesting reading for those of us who are too old to understand modern music, but it's doing a tremendous disservice to the industry—and I don't think you are anxious to further any cause of that sort . . .

We and other responsible representatives have spent thousands of dollars researching listeners' likes and dislikes. If rock and roll were such an audience-killer for the masses, certainly the radio stations which have more circulation today than stations ever had in their history wouldn't be able to play this kind of music and get away with it . . .

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York City

EDITOR:

Three resounding cheers for your MONDAY MEMO by Ernest Hodges of Guild, Bascom & Bonfigli. However, in our zeal to purge rock and roll, let's not be guilty of over-enthusiasm and leap to the conclusion that (1) rock and roll is bad, therefore (2) disc jockeys are bad, so then (3) independent news and music stations are bad.

Many indies, like ourselves, have not been on a rock and roll honeymoon, yet we run d.j. shows continuously all day, interspersed with five minute newscasts. We've stuck to a formula of pop standards, lush instrumentals . . . and our ratings have not suffered one bit. Please don't assume we're "stuffy" or of the "old school." We'll match our quick cues and production with anybody, and our shows are far from dull. Conscientious d.j.'s who pulled radio up to a new place in the sun after the tv onslaught can be counted upon to maintain the highest standard of taste and service to listener and client.

Edward J. Ruetz Jr.
Program Director
WRAC Racine, Wis.

EDITOR:

AFTER READING THE EDITORIAL ON PAGE 114 IN YOUR APRIL 7 ISSUE AND THE ARTICLE ON PAGE 113 IN THE APRIL 14 ISSUE [the MONDAY MEMO by Mr. Hodges], ONE CONCLUDES THAT BROADCASTING, AFTER YEARS OF OBJECTIVE REPORTING, HAS ESTABLISHED A POLICY BENT ON DESTROYING "MODERN RADIO." YOUR STRONG SUPPORT OF DECADENT CONCEPTS OF RADIO I FIND SHOCKING . . .

ADAM YOUNG, PRESIDENT
ADAM YOUNG INC.
NEW YORK

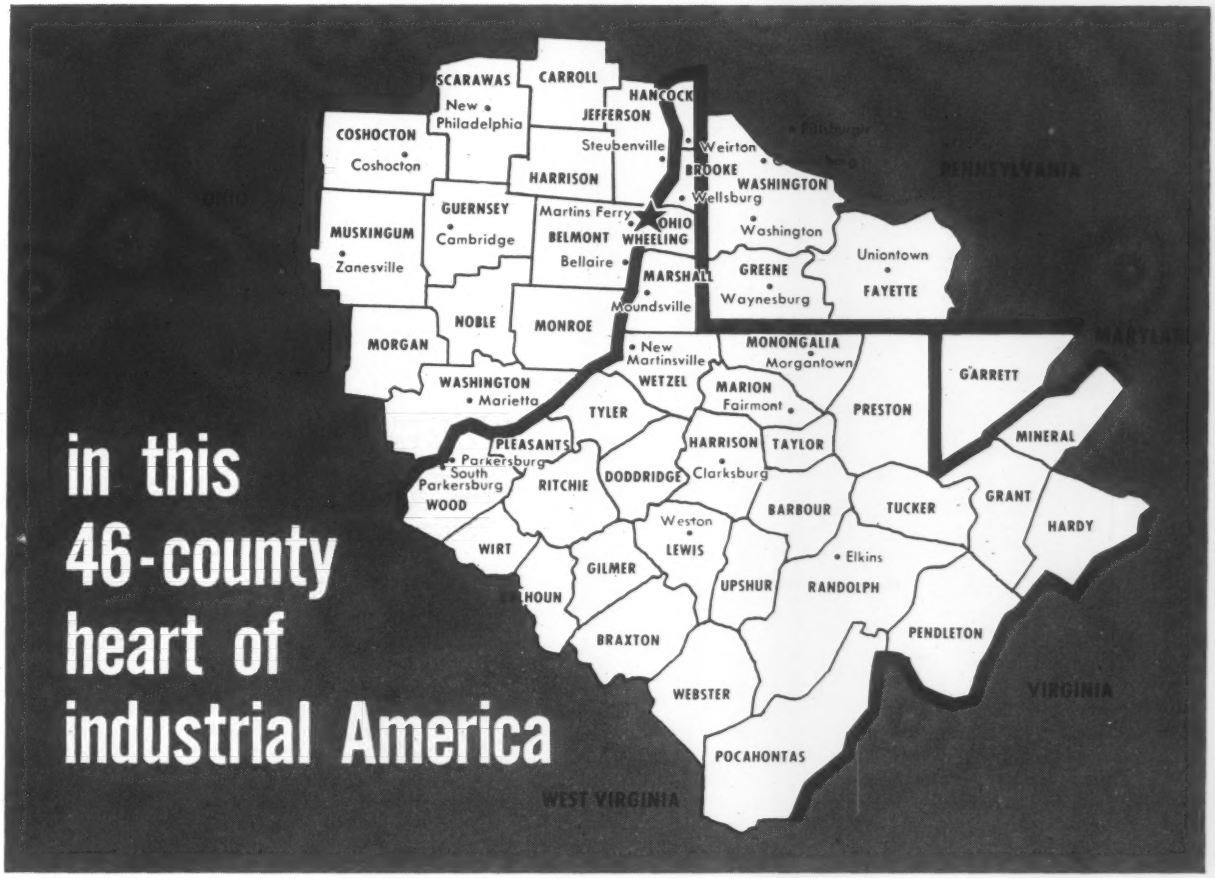
[EDITOR'S NOTE: The editorial to which Mr. Young refers said that radio networks were indispensable, in no way said or implied that independent radio was not of similar value. Does Mr. Young argue that there is no place for radio networking or that "modern radio" should consist entirely of rock and roll?]

Re Zenith's Charges

EDITOR:

"Forcing the Pay Tv Issue [EDITORIAL, April 7]" should give a lot of broadcasters food for thought. . . . Personally, I don't feel that any man, regardless of titles or bank accounts, is capable of doing the harm you outlined. . . . Television station owners, newspaper editors, network heads and the American people know that the most important word in their lives is "free."

Murray Westgate
KUMA Pendleton, Ore.



WWVA is first in every time period ...tops the next 4 stations combined

The January 1958 PULSE for the Upper Ohio River Valley (shown above) proves again that Radio Station WWVA is *first in every time period*, from 6 AM to midnight, seven days a week! What's more, WWVA's average audience share Monday through Friday is greater than the next four stations *combined!*

In fact, WWVA is the *only* single medium of any kind that offers you dominant coverage of the bustling Upper Ohio River Valley Market, the Heart of Industrial America, where more than 1,764,000 persons enjoy an income of over 2½ billion a year.

The 50,000-watt voice of WWVA covers 486,700 radio homes in this big market and gives you a big audience bonus in 29 other counties! See your JOHN BLAIR rep today.

"Famous on the local scene"

WWVA

CBS RADIO *in* WHEELING

National Representative: John Blair & Co.
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WWVA	WJBK	WIBG	WJW	WSPD	WAGA	WGBS
Wheeling	Detroit	Philadelphia	Cleveland	Toledo	Atlanta	Miami

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

IN REVIEW

THE EMMY AWARDS

It was Aunt Emmy's night out Tuesday as Uncle Miltie made hay with a salvo of fast trade jokes and jibes at his contemporaries, much to the delight of the 3,000 odd personages who had gathered beneath two roofs to hear the magic Price, Waterhouse words, "The envelope, please!" It remains to be seen whether the at-home audience appreciated the crackling wit that spewed forth.

Mr. Berle's sarcasm—undiminished and, in fact, sharpened after a forced hiatus of three show-less years—proved to be the highlight of the evening's entertainment. Apparently he had the studio audience in the palm of his hand—and knew it. His nine-minute monologue, running almost two minutes over, contributed to the confusion in timing—the show was some 16 minutes behind by the time he came on—resulting in the cancellation of other planned "entertainment" (see AWARDS).

Taken for what it was—a 90-minute salute by show business for show business—last week's Emmy telecast can stand proud above the many slovenly and overcommercialized "industry spectaculars." Hollywood may still learn from its young electronic cousin. The show moved crisply along, faltering only occasionally. The humor, spread generously throughout, was not self-defacing. It was deftly applied by the Phil Silvers platoon (or is it regiment?) of gagwriters. Sgt. Bilko, holding down the New York fort, got comradely support in Hollywood from his "favorite Lebanese," hawk-nosed Danny Thomas.

Even the commercials bore up well. Both MacManus, John & Adams and Grey Adv. capitalized on the star-tinseled decor and atmosphere of the show by doing some of their spots live direct from the floor, utilizing such name talent as Laraine Day and Jayne Meadows. MJ&A's filmed commercial for Pontiac, a spoof on adult westerns, seemed especially apropos in light of the fact that save for that old standby, *Gunsmoke,* none of the highly-touted western entries of the current season made it beyond the corral.

The word that would best describe these proceedings would be "professional." The word that ought to be applied to the unseen and unheralded production staff ought to be "heroic," for rarely has a superdooper spectacular skirted so close to a timing disaster and come of so well.

Production costs: $150,000.

Sponsored by Pontiac through MacManus, John & Adams and Procter & Gamble (Lilt) through Grey on NBC-TV 10-11:30 p.m. April 15. Originated live from NBC studios, New York, and the Cocoanut Grove, Hollywood.

Producer: William Kaden; director: Craig Allen (New York), William Bennington (Los Angeles); contributing writers: Nat Hiken, Billy Friedberg, Jackie Elleson, Charles Stewart, Ernest Kinoy, Carl Jampel; special lyrics and music: Jimmy Van Heusen, Sammy Cahn; assoc. producer: Dean Whitmore; assoc. director: Marcia Kuyper (New York), Roy Montgomery

THE ORIGINAL BELLRINGER

Joe Floyd gives you the lowdown on

TODAY'S BUSINESS BOOM!

Wondering what happened to a year ago's good times? Let me tell you. They're in that big, prosperous market called KEL-O-LAND. To make sure of our facts we flung this question at our TV audience: "How are things with *you* these days?" An avalanche of letters, phone calls, wires—531 within the first three days alone—told us "never better." They were from merchants, industrialists, car dealers, farmers, working men and women.* KEL-O-LAND'S million-plus people are in the mood to buy; and KEL-O-LAND stations are where you tell them *what* to buy!

*In four states — South Dakota, Iowa, Minnesota, Nebraska.

CBS • ABC • NBC

KEL-O-LAND

KELO	TV	SIOUX FALLS	11
KDLO	TV	ABERDEEN HURON WATERTOWN	3
KPLO	TV	PIERRE WINNER CHAMBERLAIN	6

General Offices, Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice Pres.

REPRESENTED BY H-R
In Minneapolis: Bulmer & Johnson, Inc.

. . . and KEL-O-LAND'S new, big radio voice is

KELO - RADIO

1,032-Ft. Tower—13,600-Watt Power Eqv.

Congratulations

...and a tip of the hat to the American Broadcasting Company and John Daly on winning the 1957 George Foster Peabody Award for "Prologue '58" and other significant television news coverage.

INS-TELENEWS is proud to be the major source of film used by John Daly and his associates on all ABC television network news presentations.

INTERNATIONAL NEWS SERVICE

(Exclusive distributors of Telenews Newsfilm Services produced by Hearst Metrotone News, Inc.)

53%

Neilson proves that KVOO dominates the Tulsa market, with 52.98% circulation. Here's your wide-open door to billion-dollar Eastern Oklahoma . . . plus bonus coverage in Kansas, Missouri and Arkansas counties! Reach 'em *all*, on KVOO!

KVOO TULSA

The only station covering all of Oklahoma's No. 1 Market

Broadcast Center • 37th & Peoria

HAROLD C. STUART, President

GUSTAV BRANDBORG, Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.

1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC

"The Voice of Oklahoma"

(Los Angeles); musical director: Harry Sosnick.

Entertainment: James Garner, Louis Nye, Shirley MacLaine, Jill Cory.

KRAFT THEATRE

Television drama has been bleeding a slow death as a result of being perforated by too many bullets. Last Wednesday, it showed signs of rallying. *Kraft Television Theatre,* which of late seemingly has been attempting to duplicate in its "drama" the blandness of the sponsor's American cheese, tackled Tennessee Williams with skill and maturity.

This move represents a new departure in television—and in production of the one-hour Wednesday night series, for with "Three By Tennessee" control of *Kraft* has passed out of the hands of J. Walter Thompson Co. and into the sphere of Dave Susskind and Al Levy's Talent Assoc. Ltd., one of the more aggressive tv production firms.

To be sure, the fare presented last week was not the Tennessee Williams of the bawdy and racy "Cat on a Hot Tin Roof" nor of the delicate and sensitive "Glass Menagerie." Mr. Williams, who was wisely allowed to do his own tv adaptation appeared at the outset and confessed that he even had difficulty in recognizing these very early works as his own. All three one-acters —"Mooney's Kid Don't Cry," "The Last of My Solid Gold Watches" and "This Property Is Condemned"—made their appearance in the 'Thirties.

The three all had one single denominator: brooding frustration. In "Mooney," Ben Gazzara and Lee Grant portrayed a frustrated but romantic lumberjack and his drab wife; life to him is "a dirty trick," to her, something to live out painfully in shabby surroundings. "Watches" concerned a 78-year-old shoe salesman named Charlie Colton (portrayed touchingly by Thomas Chalmers), a "Southern white gentleman" of the old school who watches the world he knew crumble beneath him. In "Property," a moving portrait is sketched of a sensitive young girl, forced to exist in an adult world of utter degradation.

It was only in "Property" that one noticed the keen perception and power of empathy that Williams was to show in later work. As the girl, Zina Bethune surely walked away with the evening's laurels.

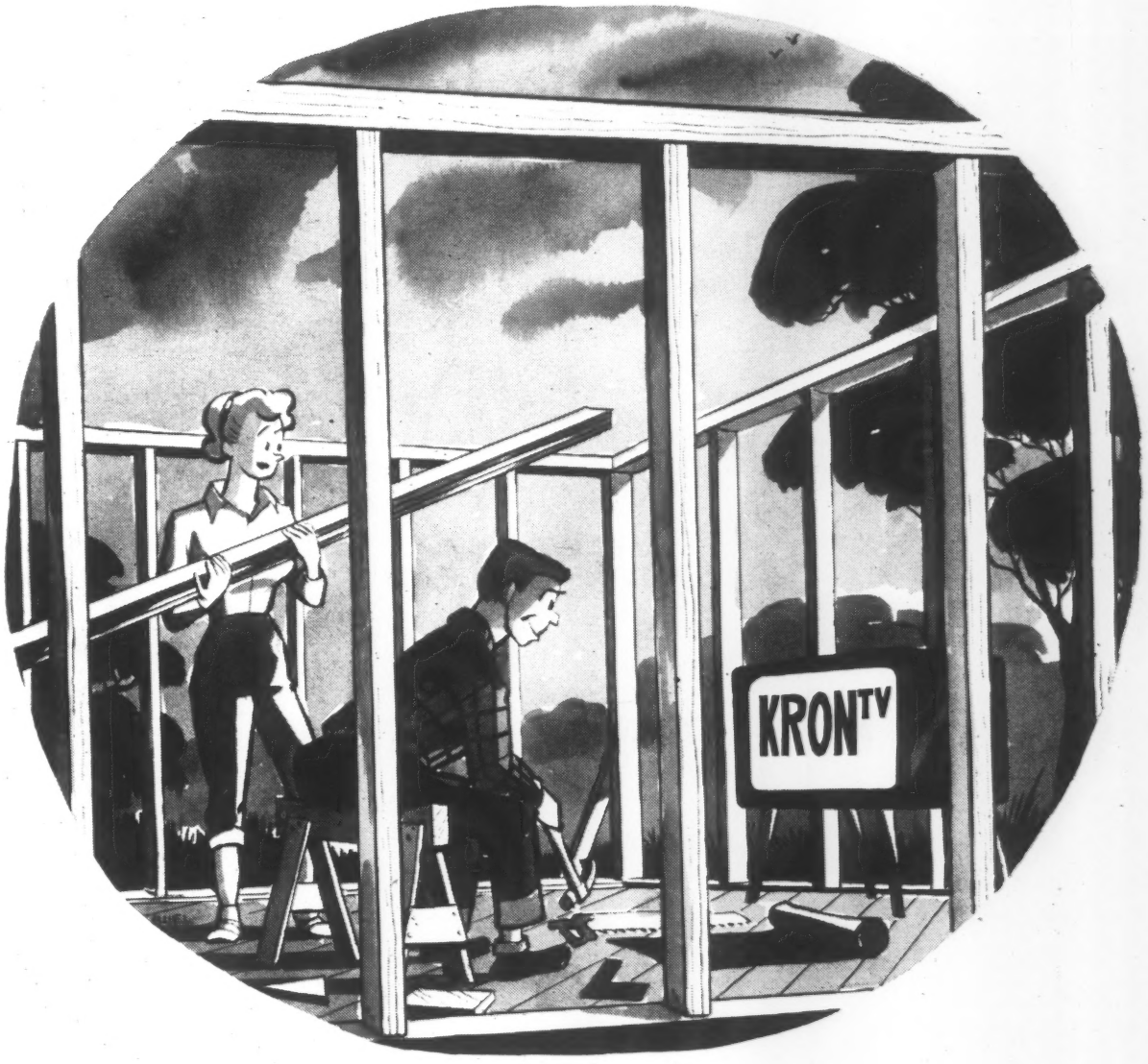
To put over Tennessee Williams requires skillful direction; the director doesn't necessarily have to be named Kazan. Sidney Lumet did the honors last Wednesday; production was well done by Robert *(Camera Three)* Herridge. Upcoming on Kraft: more adaptations of great American classics. It may not come as good news to original tv playwrights, but it certainly will to many an impatient and saddlesore viewer.

Production costs: $42,000.

Sponsored by Kraft Foods Co. through J. Walter Thompson on NBC-TV in color and black-and-white April 16, 9-10 p.m.

Produced by Talent Assoc. Ltd.; executive producer: David Susskind; producer: Robert Herridge; director: Sidney Lumet; assoc. producer: Charles Schultz.

KRON is TV in SF



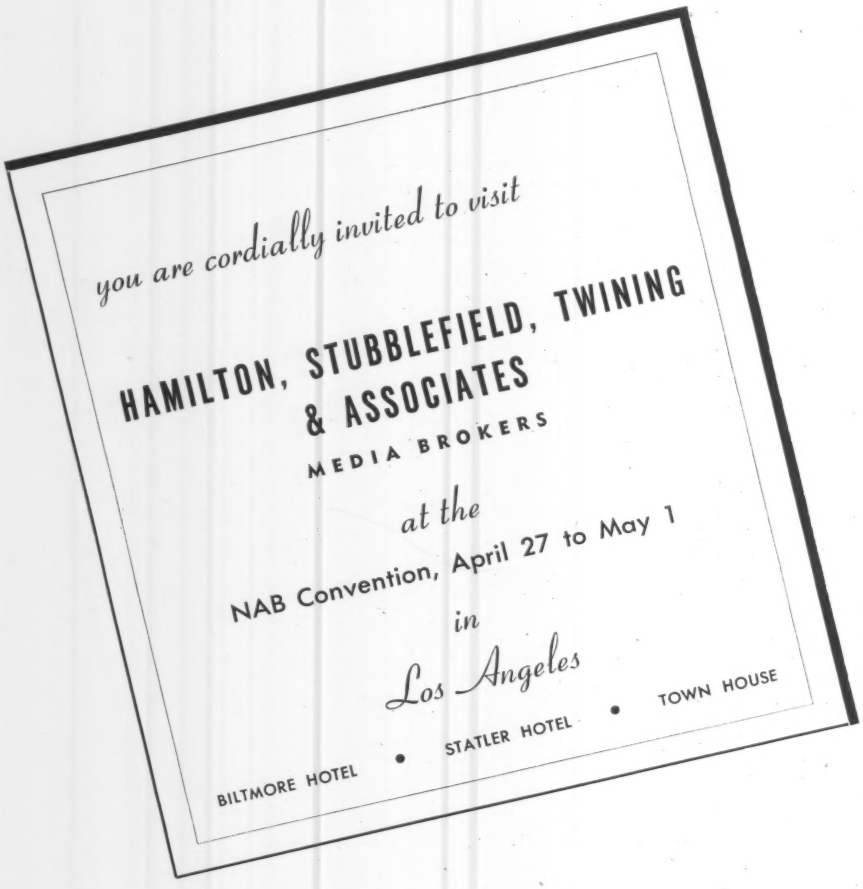
San Franciscans are sold on KRON-TV

KRON is No. 1 in SF
Sign-on to sign-off share

KRON-TV	36.0
Sta. B	33.2
Sta. C	25.6
Sta. D	10.8

ARB, March '58

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD


you are cordially invited to visit
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES
MEDIA BROKERS
at the
NAB Convention, April 27 to May 1
in
Los Angeles
BILTMORE HOTEL • STATLER HOTEL • TOWN HOUSE

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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*Reg. U. S. Patent Office

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PUBLIC RADIO CORPORATION

TAKES PLEASURE IN
ANNOUNCING THE APPOINTMENT OF THE

WEED RADIO CORPORATION

AS EXCLUSIVE
NATIONAL REPRESENTATIVE . . .

FOR

STATION

THE NUMBER 1 STATION IN DES MOINES, IOWA*

AND

STATION

THE NUMBER 1 STATION IN TULSA, OKLAHOMA*

* Des Moines Hooper, Oct. thru Dec., 1957

** Tulsa Hooper, Oct. thru Dec., 1957

REPRESENTATION EFFECTIVE APRIL 1, 1958

WEED RADIO CORPORATION
NATIONAL REPRESENTATIVE

"$1.1 billion bigger re
from WFIL-TV's ne

1115′ Dresser-Ideco tower supports stacked antennas for Philadelphia stations WFIL-TV and WRCV-TV. Electronically controlled elevator assures speedy and safe service, inspection and maintenance.

☆ ***Talk Towers with Dresser-Ideco when you're at the NAB Convention . . . Suite 2205-07, The Biltmore.***

retail volume area reached
new 1115′ Dresser-Ideco tower"

says Henry E. Rhea, Director of Engineering, Radio and Television Division, Triangle Publications, Inc., operating WFIL-TV, Philadelphia

"We erected this new taller tower to boost our range of effectiveness," says Mr. Rhea, pictured (right) with William A. Howard, Chief Engineer of WRCV-TV which cooperated in the construction of this 1115′ Dresser-Ideco tower supporting stacked antennas for WRCV-TV and WFIL-TV in Philadelphia.

"WFIL-TV now reaches 264,162 more television homes than previously lay within our range when our signal was beamed from a 660′ tower. Today, advertisers using WFIL-TV reach an area which accounts for an estimated *retail volume* of $9.2 billion annually . . . an increase of $1.1 billion over the market we previously reached.

"In our new area there exists an *effective buying income* estimated at more than $15 billion, an increase of almost $2 billion over the effective buying income previously within our reach.

"Our new 1115′ Dresser-Ideco antenna tower adds 2,583 square miles to our Grade B coverage."

Dresser-Ideco design and construction features assure tall-tower safety...

"In putting up a tower of this height, we wanted to make certain that it *stays* up," emphasized Mr. Rhea. "For this reason we selected Dresser-Ideco.

"A structure 1115′ tall must be able to withstand high winds and rugged icing conditions. So our Dresser-Ideco tower is designed to take a wind pressure of 50 pounds per sq. ft., equivalent to a wind velocity of 110 miles per hour. We're convinced that the structural features engineered into our Dresser-Ideco tower make it the most preferable on the market."

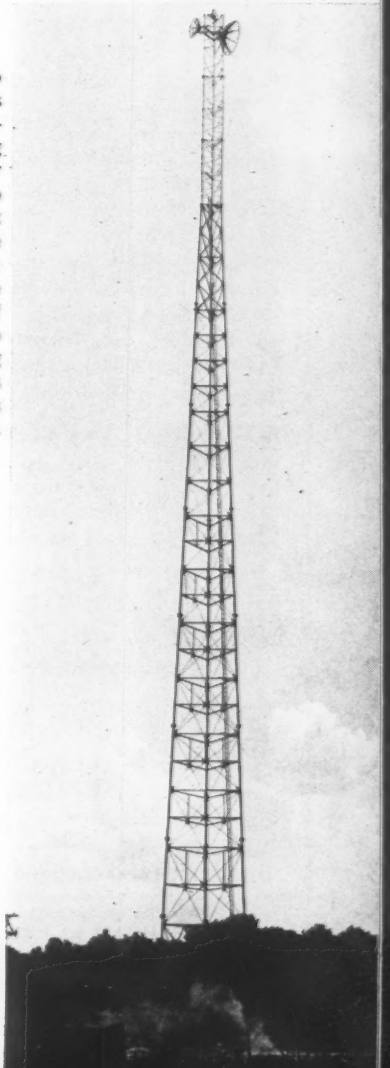
A majority of the nation's tall tower owners share Mr. Rhea's confidence in Dresser-Ideco, as evidenced by the fact that more than half of them own Dresser-Ideco towers. In fact, more towers in the 1,000 foot or higher class have been built by Dresser-Ideco than by all the other tower companies combined. This is an experience record that cannot be matched in the industry.

So when your new tower is in the planning stage . . . whatever the height, whatever the antenna and wind load requirements . . . you can place your confidence in Dresser-Ideco's *proven* ability to design, fabricate and construct the tower you need. Write us, or contact your nearest broadcast equipment representative.

For every broadcast antenna tower Dresser-Ideco builds, a complete file of design drawings is maintained. Whenever you may need counsel in the future on tower modification plans, this permanent record of your tower assures you prompt and accurate advice from Dresser-Ideco tower engineers. It's an important extra service from Dresser-Ideco, one of the nation's oldest tower builders . . . supplier of the diverse tower needs of the communications and broadcast industries for nearly 40 years past, constantly planning for continued leadership in the years ahead.

Write for this new Dresser-Ideco Tower Catalog T-57 . . . the first complete broadcast antenna tower story.

. On the Ohio Turnpike, this 200′ self-supporting microwave tower by Dresser-Ideco helps to link Turnpike police and maintenance stations, is one of many types of Dresser-Ideco towers serving the nation's communications systems.



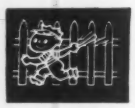
Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-81, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

DRESSER IDECO ONE OF THE DRESSER INDUSTRIES

Southern California
Plays KBIG'S
"MYSTERY SOUND" Game

EVEN IN THE SPUTNIK AGE the copybook maxim holds... *to move goods, you must first move people.*

KBIG'S "MYSTERY SOUND" contests are moving Southern California radio listeners by the thousands this winter.



43,944 SUBMITTED ENTRIES in the first nine contests (October-December) based on handcuffs clicking, a stick rubbed along a fence, a rock crusher crushing, Angel's Flight funicular railway funicularing, and a camel saying whatever it is camels say.

"MYSTERY SOUND" GIVES A light lift to all, plus prizes to the first fifteen correct answerers (vacation trips, appliances, perfume, dining and dancing at glamor spots).

LIKE ALL KBIG ADULT-appeal programming of memory music and "just enough" news, "Mystery Sound" is low-pressure, easy-going, friendly—and fun. BUT... like KBIG commercials, it moves Southern California to action!

Your KBIG or Weed contact would like to show you a new geographical mail breakdown based on contest mail.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to George Haight

With his appointment early in January as vice president in charge of radio-tv programming for McCann-Erickson, New York, George Haight became one of the few creative executives in America to have worked himself independently to the top in the top three branches of show business: Broadway, movies and tv.

A front-rank producer on the legitimate stage in the 30's and author with Allan Scott of the hit play, "Goodbye Again," he became, in the 40's, a leading film producer with MGM where, among other distinctions, he was—together with Robert Montgomery—the first to experiment with the subjective camera in "Lady In the Lake".

Today, as one of the principal tv figures in the principal tv agency in the country he has completed the "hat trick" with a flourish and may top his previous successes.

In assessing him, one of the persons who has known him in all his incarnations said, "The key words with George Haight are talent and integrity. The qualities have fed each other all his life and I've never seen either of them falter."

Born Feb. 22, 1905, in Newark, N. J., George (no middle name) Haight began his theatrical life in 1928 after graduate work at Yale in Fine Arts and Drama. His first job was as a writer-producer with a summer theatre group, the Hampton Players.

In 1930 Mr. Haight made his managerial entrance on Broadway as producer of "Double Door," a moderate success that ran a season and brought him to the attention of Herman Shumlin, who later took the young man on as an assistant.

After serving Mr. Shumlin as general manager on such productions as "The Last Mile" and "Grand Hotel," Mr. Haight turned seriously to his own writing, and in 1931 concluded the smash effort with Allan Scott.

But while his plays ran, his banks closed; in 1932 Mr. Haight was both successful and broke. He returned to producing in 1933 with H. C. Porter, backed by John Hay Whitney, now U. S. Ambassador to England, and the two of them brought in, over two seasons, "Wednesday's Child," "Post Road" and "Kind Lady."

By the end of 1934 he had directed his interest toward motion pictures, joining Samuel Goldwyn as an associate producer, remaining until 1938 when he moved to RKO for two years as a producer before taking up his ten-year association with MGM.

His identification with television began in the early 50's when he moved east and was influenced by Robert Montgomery to try his hand at the new drama form. Within a year he had turned out several of the Montgomery shows and had enthusiastically sealed his conversion to the new medium by signing on with Young & Rubicam as a producer on *Four Star Playhouse*.

In 1953 McCann-Erickson, casting about for a West Coast program director to handle the Chrysler show, invited Mr. Haight to take over the job. In 1955 Al Scalpone left McCann to head up CBS-TV programming on the West Coast, and Mr. Haight was promoted and moved to New York to succeed Mr. Scalpone as vice president and manager of the radio and television department. At the beginning of the year he was appointed to his present position.

Among the host of shows Mr. Haight is responsible for presently are *Climax*, *Shower of Stars* and *Westinghouse Studio-One in Hollywood*.

Asked to state the philosophy behind McCann-Erickson's tv-radio programming, Mr. Haight offers the following:

"It was first stated by a Greek (naturally) dramatist by the name of Simlyus who flourished about 355 B.C. He was talking about poets and dramatists. Corrupted to television it suggests that you count out these five points on your left hand, beginning with the thumb. You must have 1. Something to say; 2. The ability to say it well; 3. An audience able to appreciate what is said; 4. Love of the task; 5. A lucky occasion.

"Taking a look at past and present tv programming—the shows that have lasted, the shows that never got anywhere, the shows that have started badly but are improving, we might find that where all five ingredients are present you have a hit and where some or all of the items are missing you wind up with a near miss or miss.

"Looking forward to future programming, we shall endeaver to select or create television opportunities for our clients with this philosophy in mind. There certainly seems to be an audience able to appreciate westerns, comedy, drama, quiz shows, music, special shows, educational shows or whatever. These future programs must have a fresh approach, say something and say it well. The people in these shows and those connected with them must love them and have a good time doing them. And if we're lucky enough to sell them to sponsors, find good time spots, win high ratings, move products, avoid colds and sunburn, we'll have a good tv year ahead."

Mr. Haight is married to Thelma Robinson, well-known television writer on the *Lassie* series and other programs. They have one son, Timothy, 12. The family lives in Manhattan and retains a home in Malibu, Calif.

IN THE PUBLIC SERVICE OF GREATER DETROIT

WKMH

SPURS SALES and JOBS

WITH

"Dynamic Detroit Days"

Drive

"You Auto Buy Now!"

WKMH

DEARBORN DETROIT

RADIO HUB OF THE MOTOR CITY

John Carroll, Managing Director

Cars and the Motor City are synonymous. In Detroit, *car sales mean jobs.* To tie in with the campaign of the automobile industry to spur sales and boost purchasing power, WKMH staged a "one man show" in front of its studios on Michigan Avenue. WKMH invited all its clients in the retail automobile field to exhibit their new car models in a mass display . . . and helped dramatize the "Dynamic Detroit Days" drive that has proved so successful. It is one more example of how WKMH stands in the forefront of worthy civic activities.

**Eleventh in a series of ads showing how WKMH serves the Michigan public in Greater Detroit*

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
Represented by HEADLEY REED

RADIO-TV TESTIMONIAL

James C. Hagerty, Presidential news secretary, appearing on "Headline City," NBC-TV's Wide Wide World *program April 13:*

I think the most important change that the President has made is permitting radio to tape and television, through cameras, to film and record his news conferences. We believe, the President and myself and everybody else in the White House, that a camera has just as much of a place in a press conference as a reporter with a pencil, and we have tried to follow that out in our dealings with the news media.

ON HORNS OF EQUAL TIME

The problem which confronts station management in determining when to allow and when to deny equal time was described by Nathan Straus, president of WMCA New York, in an on-air editorial April 4.

What is a proper application of the theory of giving time for expression of all shades of opinion? When does observance of the letter of the rule lead to the very opposite of the intent of those who wrote it? The question that radio station management must ask itself is whether, by complying with the letter of the regulations requiring that all shades of opinion be given an opportunity on the air, the station may be using its license to the airways, not to enlighten listeners, but to mislead and confuse them.

In brief, when does the broadcast of opposing opinion constitute, not public service, but public disservice?

That is a predicament that frequently confronts all radio station management—especially those stations that air editorial opinions of management.

Do you believe that, if time is given to a program describing the untold benefits—in prevention and cure of disease, as a result of painstaking scientific research, utilizing live animals—a radio station should give time on the air to those people who are opposed to vivisection? That is, would you be in favor of giving time on the air to those who favor laws to ban experiments on live animals, even though most of the progress that has been made in the conquest of disease, both in human beings and in animals, has come as a direct result of such experiments?

If a radio station airs a program describing what has been achieved in almost wiping out smallpox, as a result of compulsory vaccination laws, should this entitle those few people who still oppose compulsory vaccination to have time to air their views? Before you answer, you may care to consider what happened in California not many decades ago, when the legislature acceded to the pressure of the anti-vaccination groups and, as a result, the state suffered an outbreak of smallpox which threatened epidemic proportions—until the silly legislation was hastily repealed and vaccination was again made compulsory.

If a station airs a program describing the hard long fight to achieve compulsory pasteurization of the city milk supply and the almost miraculous ensuing reduction of the infant mortality rate by half, would you favor giving time for presentation of the views of those few people who still believe that man was intended to drink milk raw, as it comes from the cow, and who therefore oppose regulations requiring pasteurization?

Let us end as we began: We have given time to opponents of fluoridation [the particular editorial campaign from which this item is excerpted] but we have done so with misgiving and with grave doubts as to the fairness or wisdom of seeming to place the stamp of our approval on a policy of disseminating misinformation.

TV'S JUDGE AND JURY

A call to (mental) arms was issued Tuesday night at the ATAS Emmy presentation [story, AWARDS*] by CBS news analyst Eric Sevareid who told a national tv audience that the public* will *be damned just so long as the public apathy towards tv programming is allowed to flourish. In a somber, closing reappraisal of the award ceremonies. Mr. Sevareid said:*

You have been watching tonight some of the most powerful men and women in the world. Not necessarily the wisest or the most gifted, but the most powerful. The power to compel the eye and the ear is the greatest power there is. It is the power to affect thoughts and what a country thinks . . . Do not believe that they [in radio-tv] are all—or even very many of them—insensible of this. More often than their critics know they have their private moments of humility—indeed, of fear—because of this prodigious public trust given by rather pell mell circumstance into their care.

This industry was only born yesterday. As a business it grows faster than we on this side of the camera eye can grow as individuals. We are only human. We need your help. Not just the help of the 'yes' and or 'no' in a statistical audience survey. Your true help—your ideas, your concern. If you do not help, then those present cynics who say the American audience will take anything it gets and deserves all it gets will indeed have a case. The artists and technicians and producers and directors and executives here assembled do not believe the cynic's claim. We know what we have to do. We have to amuse and there we have done well. To inform, and there we make steady progress. To instruct, and there we have a long way to go. To inspire, and there is the longest untraveled way of all. Help us find the way. Help make us make ourselves work at only one level—our best. That would be an award on which the gold would never tarnish.

"BOSS or NO-
we've got to make him say it right!"

No doubt about it—when the boss, or any other non-professional, wants to make a public appearance on TV, it's best to have him do it on film!

When it's on film, you're in control. Flubs are just scissored out. Mistakes won't get through because you see the show before you show it. You're in control, too, of time and station . . . show it any time, anywhere you can get a clearance.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

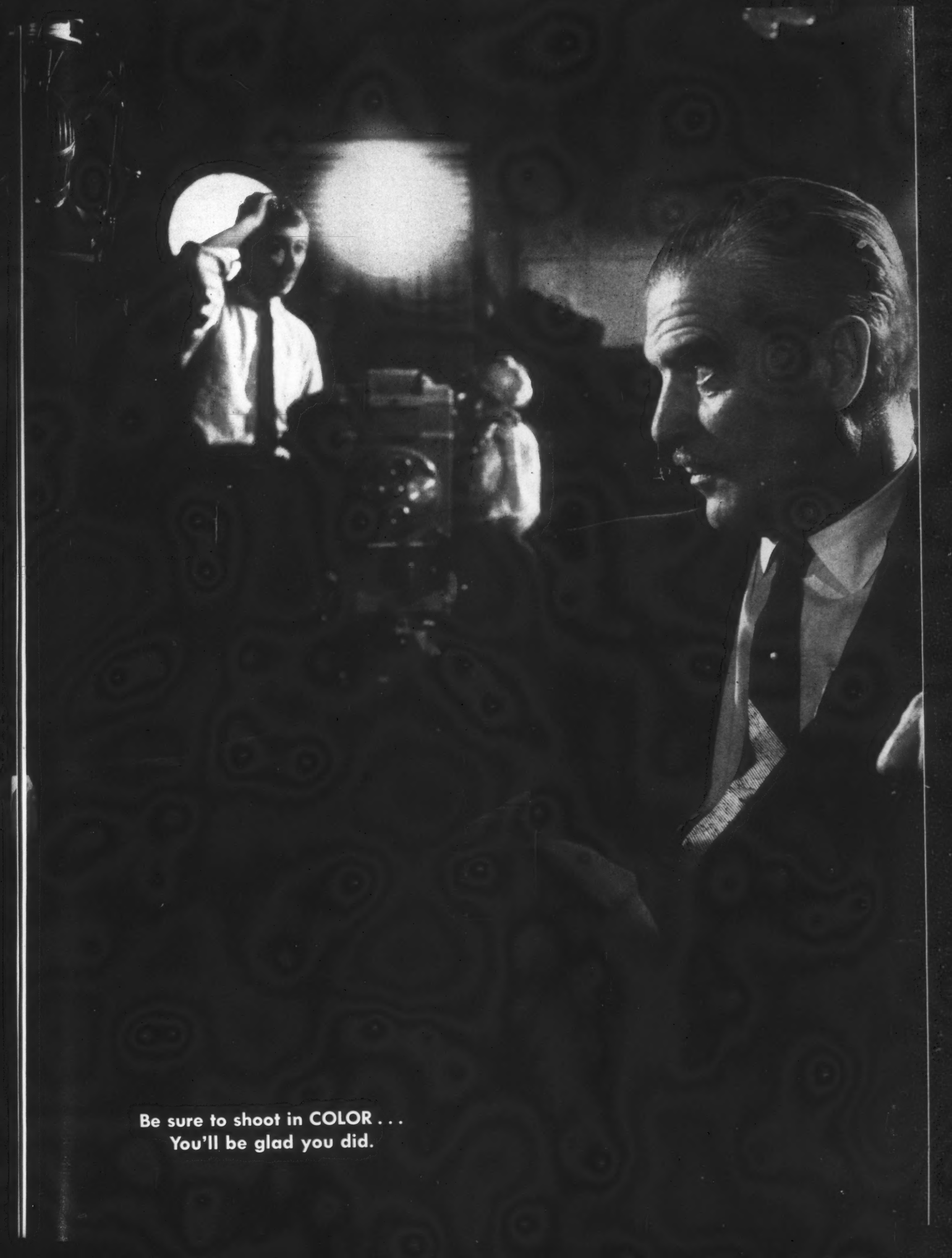
East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

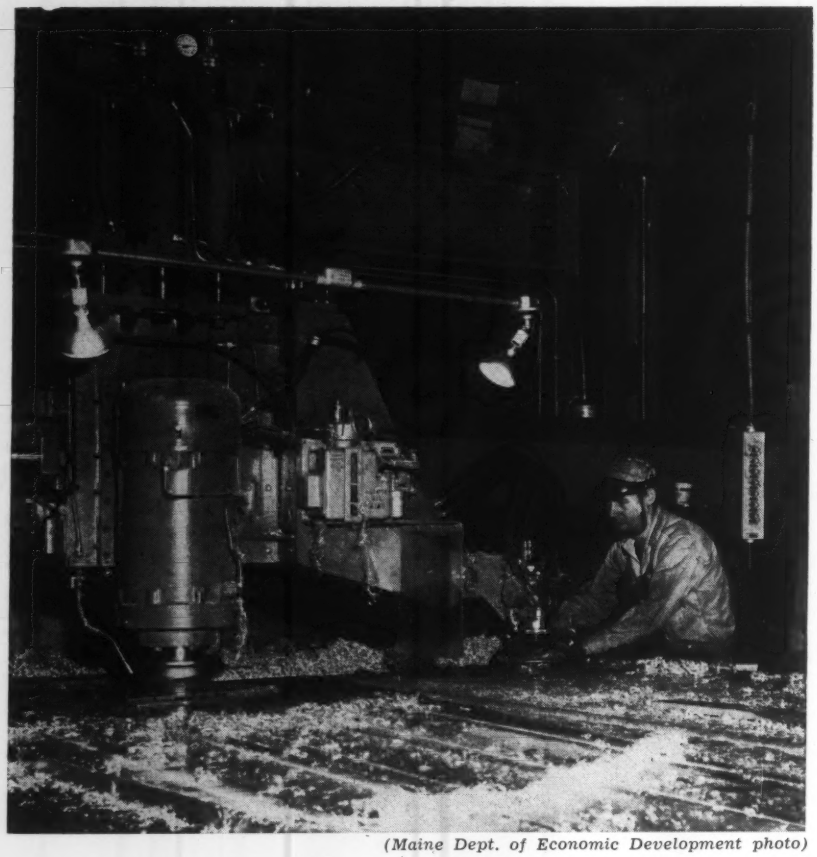
West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.



Be sure to shoot in COLOR . . .
You'll be glad you did.



(Maine Dept. of Economic Development photo)

Maine Citizen at Work

He's skilled. His job is steady. He spends—wisely. He and thousands like him are manpower for the metal working, food processing, paper making and wood products industries of the Portland, Maine area. Their take-home pay is a substantial part of the billion dollar-plus* effective buying income of northern New England's prime market. It comprises nine southern Maine counties, four in eastern New Hampshire, and it's

SERVED AND SOLD BEST BY WCSH-TV

(* SM 1958 estimates)

Here, Channel 6 is your best salesman.
NCS #2 and latest Pulse and ARB area surveys all give Six proved margins of coverage and viewer preference.

NBC-TV affiliate
Weed-Television

WCSH-TV 6

Portland, Maine

UPCOMING

April

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22: CBC Board of Governors, Railway Committee-room, House of Commons, Ottawa.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25: Assn. Maximum Service Telecasters, board of directors meeting, Biltmore Hotel, Los Angeles.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 26: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

April 26: Assn. Maximum Service Telecasters, annual membership meeting, Biltmore Hotel, Los Angeles.

April 26: Annual BROADCASTING Golf Tournament, Los Coyotes Country Club, Los Angeles.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

April 30-May 1: Missouri Broadcasters Assn., University of Missouri, Columbia.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 9: Radio Tv Guild, industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 10: UP Broadcasters of Michigan, Hotel Olds, Lansing.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

May 17: UP Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis.

May 19-20: Illinois Broadcasters Assn., of Springfield.

May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.

May 20: Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

May 22: Magnetic Recording Industry Assn., distribution congress, Conrad Hilton Hotel, Chicago.

May 23: Connecticut Broadcasters Assn., Waverly Inn, Cheshire.

May 26-28: American Management Assn., annual packaging conference, Hotel Statler, New York.

May 26-30: National Packaging Exposition, New York Coliseum, New York.

May 28-29: Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

June 19-20: Virginia Broadcasters Assn., Tidewater Inn, Irvington.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

At the
Seventh
Annual

AWRT

Convention
San Francisco
April 24-27, 1958

Alice Heinecke

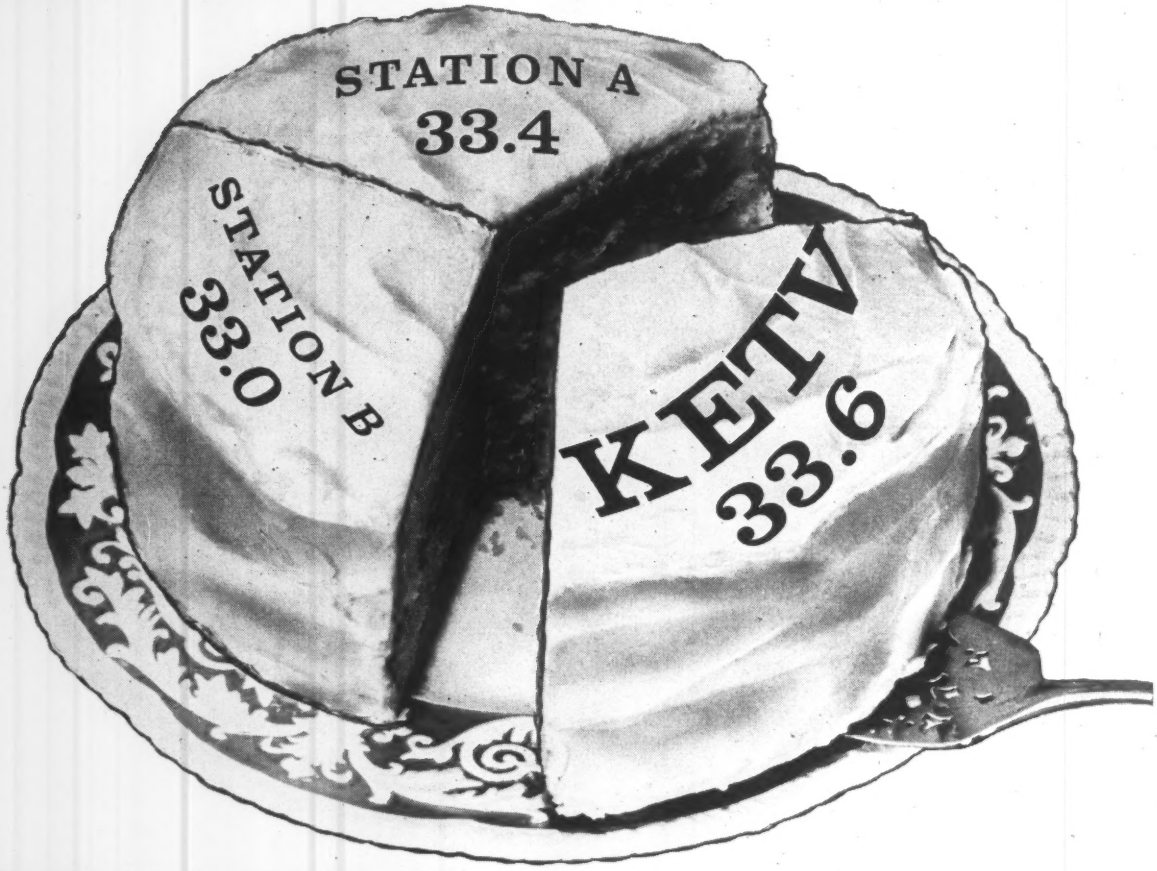
representing

SESAC

"The Best Music in America"

. . . and an outstanding Transcribed Library.

KETV Cuts the Cake in Omaha!



Help yourself to the biggest share of Omaha's nighttime TV audience:*

*ARB February 1958–First in share of audience 6 PM-Midnight, Monday thru Friday.

See your H-R man for top availabilities!

KETV channel 7 basic abc

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 16 APRIL 21, 1958

WEDGE IN CLEAR CHANNEL PRESERVE?

- **FCC proposal would open 12 frequencies to new stations**
- **Power increase for other 12 possible, but deferred now**

The use of clear channels to bring radio broadcast service to vast areas of the United States—a fundamental practice for more than 35 years—was questioned by the FCC last week in a 26-page "Further Notice of Proposed Rule-Making."

In a tentative half-step, the Commission moved to partially clear up the 13-year-old clear channel case. It proposed to duplicate half of the 24 Class 1-A clear channel frequencies.

The duplication would be in two ways:

• Five of the 12 Class 1-A channels would have a second 50 kw station assigned —at specified western areas.

• All 12 of the Class 1-A frequencies would be opened for full-time Class II stations.

(Class II stations are either (1) unlimited time outlets operating on clear channels but required to protect the dominant station or stations at night by lower power and directional antennas or (2) daytime-only stations on clear channels. Class II's must accept any interference from the dominant station or stations.)

The Commission also put off a final decision on whether the remaining 12 Class 1-A's should be permitted to boost power above the present 50 kw limitation.

Comments on the Commission's proposals were requested by July 15; replies, 45 days thereafter.

Reaction was immediate from those clear channel stations whose exclusive nighttime occupancy is threatened. They don't like it. Neither does the Clear Channel Broadcasting Service, the organization representing clear channel stations (see box, page 32).

Here is what the Commission proposed:

To duplicate the following channels at these places:

660 kc (WRCA New York) in Montana.

770 kc (WABC New York) at a western state to be determined. This involves the 17-year-old KOB Albuquerque, N. M., case, still under FCC consideration.

880 kc (WCBS New York) in Wyoming.

1100 kc (KYW Cleveland) in Arizona.

1180 kc (WHAM Rochester, N. Y.) in Idaho.

At a later date, the Commission proposes to permit unlimited time Class II stations to be granted on the above frequencies in underserved areas.

To add additional Class II stations on the following seven Class 1-A frequencies:

670 kc (WMAQ Chicago)
720 kc (WGN Chicago)
780 kc (WBBM Chicago)
890 kc (WLS Chicago)
1020 kc (KDKA Pittsburgh)
1120 kc (KMOX St. Louis)
1210 kc (WCAU Philadelphia)

The WABC situation is complicated by the fact that the KOB case is still unfinished. KOB has been operating on 770 kc (assigned to WABC as a Class 1-A channel) under a special temporary authority for over 15 years. WABC's owners, ABC, have been fighting to get KOB off 770 kc for that length of time.

The Commission said that both the new stations and the existing stations on the five Class 1-A frequencies would have to directionalize to protect each other.

In addition to the five extra stations which would become eligible if FCC makes these proposals final, there would be from three to six extra Class II stations of each of these twelve frequencies—or a total of 36-72 Class II outlets. The exact number would depend on the power, frequency and soil conductivity of each Class II station.

The Commission's action partly meets

Why clear channels?

It is not merely a cliche to say that radio signals travel from station to receiving set by two routes which are as different as day and night.

By day, signals are conveyed by groundwaves, radiating from the station as ripples spread from the splash of a pebble in a pool.

By night, signals are conveyed both by groundwaves and by skywaves. Skywaves, like milkmen and movie starlets, work best at night.

Both day and night, signals are sent from the station in all directions. Those headed skyward keep going during daylight, passing clouds and sputniks and finally disappearing into space. At night, however, they hit the ionosphere and bounce. It is only at night that the ionosphere, a layer of electrically charged particles about 30 miles above the earth, has the physical capacity to reflect radio waves.

The outermost range of groundwaves is perhaps 100 miles. Skywaves can drench with sound an area spreading out 1,000 miles and more around the transmitter site. If all 3,236 am stations in the U. S. were allowed to broadcast unrestrictedly at night, their signals would be destroyed in a mass collision.

National Coverage. Yet skywaves are the only routes by which radio signals can be delivered to remote sections of the nation. It was to provide service to sparsely populated areas (which in sum contain some 20 million people) while at the same time preventing monstrous traffic accidents on the nighttime air that the government created the freeways that are called clear channels.

There are now 45 clear channels.

Twenty-four of them are called Class 1-A channels. Only one station is now allowed to operate on each of these at night.

Twenty-one of them are called Class 1-B channels. Two stations, widely separated geographically, are assigned to each. Thirty-five U. S. stations are 1-Bs. The other seven out of the 42 are in neighboring nations.

About 1,500 other stations also operate on clear channels, but under restrictions which protect the Class 1-A and Class 1-B stations at night. Of these 1,500, all but about 100 are daytime stations which broadcast only between sunrise and sunset. The other 100 operate full time but at night reduce their power and use directional antennas to avoid interference with the Class 1-A and 1-B stations on their frequencies.

LIST OF 1-A AND 1-B STATIONS PAGE 32

a CCBS request that the record of the clear channel proceeding be reopened, but other sections of that petition were denied. The FCC also denied a KOB petition asking for a permanent assignment, and stated it will decide separately a petition by WDON Wheaton, Md., to declassify 1540 kc as a Class 1-B frequency.

Intertwined with the clear channel case are the daytime skywave and daytime broadcasters proceedings. Both are concerned with changes in present FCC regulations which require that, at sunset, daytimers cease operating and some other stations go to directional antennas and decreased power.

In the skywave case, the FCC proposes to advance that deadline to two hours before sunset, contending that the skywave phenomenon becomes effective then. Similarly, the deadline for daytime operation would be delayed to two hours after sunrise.

In the daytime broadcasters case, stations in that category seek minimum broadcast hours of 5 a.m. to 7 p.m. (to go on the air at 5 a.m. or sunrise, whichever is earlier, and to go off at 7 p.m. or sunset, whichever is later). The Commission last September issued a proposed rule-making notice on this request with deadline for comments May 2.

The rationale of the Commission in proposing to duplicate some of the Class 1-A channels was expressed in this section:

"There is substantial support, in any event, for a conclusion that the exclusive nighttime use of a channel by a single station limited to 50 kw is less justifiable now than formerly, when clear channels were first allocated in this way."

The Commission pointed to the development of directional antennas and of stable, on-frequency transmission methods as two of the reasons for taking this stand.

"Thus, it is now possible," the FCC said, "particularly in the case of Class 1-A stations located in or near the northeast portion of the country, to assign additional co-channel, unlimited time stations to provide needed service at distant locations, while preserving the capacity of the present station to provide a usable signal over wide primary and secondary service areas."

The dichotomy is basically between the limitation of maximum power to 50 kw for any and all stations, the Commission pointed out, and the bar to assigning a co-channel outlet to serve an area not now effectively being served by the single Class 1-A station.

History of Power Limits

The limitation on power greater than 50 kw stems from a Senate committee resolution passed in 1938 forbidding higher powers. This resolution was sponsored by then Sen. Burton K. Wheeler (D-Mont.), who was chairman of the powerful Senate Commerce Committee.

That the Commission apparently leans toward granting higher power to clear channel stations was indicated in the following section of last week's report:

"Thus, on a purely engineering basis, the optimum improvement of service is achievable by a judicious combination of higher power and duplication of the Class 1-A clear channels. Higher power is best suited for use on channels where it would produce the maximum gains in groundwave and skywave service in areas where these services are now most deficient and where the use of higher power would not cause excessive interference. . . .

"If allocations questions could be decided solely on the basis of engineering calculations . . . we think the present record would support the authorization of higher power for half of the 24 Class 1-A stations and duplication of unlimited time assignments on the remaining 12 Class 1-A channels."

The optimum, the FCC stated, would be at least four Type E skywave services to every area of the country. (There are three

THE 59 CLEAR CHANNEL STATIONS

The Class 1-A clear channel stations (only one to a frequency) are:

KFI Los Angeles (640 kc), **WSM** Nashville (650 kc), **WRCA** New York (660 kc), **WMAQ** Chicago (670 kc), **WLW** Cincinnati (700 kc), **WGN** Chicago (720 kc), **WSB** Atlanta (750 kc), **WJR** Detroit (760 kc), **WABC** New York (770 kc), **WBBM** Chicago (780 kc), **WFAA** Dallas and **WBAP** Fort Worth (820 kc), **WCCO** Minneapolis (830 kc), **WHAS** Louisville (840 kc), **WWL** New Orleans (870 kc), **WCBS** New York (880 kc), **WLS** Chicago (890 kc), **KDKA** Pittsburgh (1020 kc), **WHO** Des Moines (1040 kc), **KYW** Cleveland (1100 kc), **KMOX** St. Louis (1120 kc), **KSL** Salt Lake City (1160 kc), **WHAM** Rochester (1180 kc), **WOAI** San Antonio (1200 kc), **WCAU** Philadelphia (1210 kc).

The Class 1-B clear channel stations (two to a frequency) follow. Only U.S. stations are shown. Some 1-B's are occupied by stations in neighboring countries.

KNBC San Francisco (680 kc), **WOR** New York (710 kc), **KIRO** Seattle (710 kc), **KGO** San Francisco (810 kc), **WGY** Schenectady (810 kc), **KOA** Denver (850 kc), **WCFL** Chicago (1000 kc), **KOMO** Seattle (1000 kc), **WBZ** Boston (1030 kc), **WRCV** Philadelphia (1060 kc) **KNX** Los Angeles (1070 kc), **WTIC** Hartford (1080 kc), **KRLD** Dallas (1080 kc), **KTHS** Little Rock (1090 kc), **WBAL** Baltimore (1090 kc), **KFAB** Omaha (1110 kc), **WBT** Charlotte (1110 kc), **KWKH** Shreveport (1130 kc), **WNEW** New York (1130 kc), **WRVA** Richmond (1140 kc), **KVOO** Tulsa (1170 kc), **WWVA** Wheeling (1170 kc), **WOWO** Fort Wayne (1190 kc), **KEX** Portland (1190 kc), **WTOP** Washington (1500 kc), **KSTP** St. Paul (1500 kc), **WLAC** Nashville (1510 kc), **KGA** Spokane (1510 kc), **WKBW** Buffalo (1520 kc), **KOMA** Oklahoma City (1520 kc), **KFBK** Sacramento (1530 kc), **WCKY** Cincinnati (1530 kc), **KXEL** Waterloo (1540 kc), **KPMC** Bakersfield (1560 kc), **WQXR** New York (1560 kc).

UNHAPPY BUT SILENT

Understandably, none of the 24 Class 1-A stations involved is happy with the FCC's action proposing a first step in the clear channel case last week. But few are talking for publication.

The networks, whose key stations in New York might be duplicated out west and whose Chicago stations might find full time Class II outlets on their frequencies, all reported they were studying the document and did not care to comment publicly.

Westinghouse's President Donald H. McGannon said that he couldn't comment since WBC had had little time to study the document, but, he added, the company would "support the position that will bring a broader and higher degree of radio service to the public." WBC stands to have its Cleveland station duplicated and its Pittsburgh outlet sharing frequencies with Class II stations.

F. Robert Greene, vice president-general manager, WHAM Rochester, N. Y., said that an objection would be entered because of the prospective expense that would be placed on WHAM to directionalize its antenna and possibly to move its transmitter site. This might end up with WHAM covering less of its market than it does now, he said. Mr. Greene made it clear that WHAM would not object if another station was placed on its frequency far enough away so that there were no impact on coverage of the Rochester market-region and no major expense to the station. The FCC proposes to duplicate WHAM in Idaho.

John H. DeWitt Jr., president of WSM Nashville, termed the Commission's proposed action as looking toward a "further deterioration of the present inadequate broadcast service by duplicating half of the too few remaining 24 Class 1-A clear channel frequencies." He also expressed regret that the Commission proposed to defer action on higher power for clear channel stations. WSM is one of the stations not affected by last week's proposals.

The Clear Channel Broadcasting Service, representing most of the Class 1-A and 1-B stations, was by far the most vigorous in expressing disappointment. Hollis M. Seavey, CCBS director, said:

"CCBS regrets that the Commission proposes to duplicate half of the 24 Class 1-A clear channels since it is convinced duplication, as opposed to higher power, will lead eventually to less service. CCBS also regrets the Commission's proposal to defer consideration of authorizing higher power, the sole available means of improving service." He added that the subject would be explored at the CCBS annual meeting April 27 in Los Angeles.

types of skywave service—D, good; E, medium; F, fair.)

The Commission indicated that it also would be desirable, if higher power were granted, to directionalize in order to better serve underserved areas. The FCC listed this prospective directionalization as follows:

KFI Los Angeles (640 kc), DA-1, major lobe to NNE.

WSM Nashville (650 kc), DA-N, major lobe to SE.

WLW Cincinnati (700 kc), DA-1, major lobe to S.

WSB Atlanta (750 kc), DA-N, major lobe to S.

WJR Detroit (760 kc), DA-1, major lobe to W.

WFAA Dallas-WBAP Fort Worth (820 kc), DA-N, major lobe to W.

WCCO Minneapolis (830 kc), DA-N, major lobe to W.

WHAS Louisville (840 kc), DA-N, major lobe to SE.

WWL New Orleans (870 kc), DA-1, major lobe to N.

WHO Des Moines (1040kc), DA-1, major lobe to W.

WOAI San Antonio (1200 kc), DA-N, major lobe to NNW.

There would be no directionalization of KSL Salt Lake City (1160 kc), the Commission indicated.

The Commission said its choice of the 12 Class 1-A channels for duplication was based on a number of factors: (a) all the stations are in the northeast part of the country and thus would permit duplication in the west and southwest where the need for reception improvement is greatest; (b) conversely, the northeast area is the section of the country where there is now the greatest number of services; (c) higher power on these frequencies would entail greater interference problems than on other frequencies.

The FCC said that it would be wise, also, to defer the question of new or extended daytime operation on the 12 Class 1-A stations under consideration for duplication until the assignment of Class II stations had been determined. And, it pointed out, the assignment of Class II stations could not be made until the location of the new Class 1-A stations was firmly fixed.

The policy of using cleared channels at night to serve those living in remote areas was established in the 1920s. This principle has continued with slight modifications.

In 1945, with the advent of hundreds of additional standard broadcast stations and the pressures for more, the FCC initiated the clear channel case.

There were about 900 am stations in operation then; there are more than 3,000 today. But most of the increase has taken place in the non-clear channel area of the standard broadcast spectrum.

At the same time the clear channel stations asked for permission to boost their powers above the 50 kw ceiling. Power outputs of 750 kw were mentioned.

Hearings on the clear channel proceedings began in 1946 and ran into 1947. The record totals 6,000 pages and more than 400 exhibits.

SPOT WAGON HITCHED TO NETWORK

- **NBC Spot Sales offers network-plus-spot analysis**
- **Study shows mixture delivers substantial gains**

Any national tv advertiser who wants a special network-plus-spot analysis can have it with NBC Spot Sales picking up the tab.

This unique offer comes from the spot sales unit which is out to prove that a tv spot schedule added to a network program will mean large and rapid gains in the number of tv homes reached in key markets.

It stems from a special study that A. C. Neilsen Co. has made for NBC Spot Sales. Thomas B. McFadden, vice president of NBC Spot Sales, points out that the survey shows the size of nighttime network audiences doubled, tripled and quadrupled by the addition of a spot campaign.

NBC Spot Sales will determine the unduplicated audience increase an advertiser on any network can expect through the network program-spot combination. A. C. Nielsen Co., has assured the NBC unit that the research can be conducted in the New York, Chicago or Los Angeles markets.

The special Nielsen study analyzed six programs (two from each of the networks and ranging from high to low ratings) carried in prime evening time in New York and representing these categories: variety, western, family situation comedy, situation comedy, drama and children. Then a schedule of 14 20-second announcements (on WRCA-TV New York) was chosen, based on actual availabilities of last December. The schedule was representative, comprising 10 announcements in daytime programs, two on the weekend and two in late evening hours. The gain in new homes in each case was computed, after the spot schedule was applied to each of the six programs.

It was learned that the network programs covered were *Steve Allen Show* (variety) and *Restless Gun* (western) on NBC-TV; *Disneyland* (children) and *Ozzie & Harriet* (family situation) on ABC-TV; *Playhouse 90* (drama) and *Gale Storm Show* (situation comedy) on CBS-TV.

According to the special study, these details were determined:

The sponsor of the family situation comedy reached 12.4% of total tv homes in New York in a single week. With the spot campaign added, the advertiser would have reached 56% in the same week, or five times as many, and nearly twice the number reached by the network show alone in four weeks. Over the four-week period, the combination would have reached 81% of the homes.

Average of the six programs combined with the spots would have reached 60.2% of the total tv homes compared to the 46.9% that the average program itself reached in the four weeks. The survey also found that the audience composition balance in the evening network programs would not be unbalanced, even though 10 of the 14 spots were in daytime periods.

The Nielsen study showed that in a single week the average six programs delivered 155 different homes per dollar expended. If the spot schedule had been added that week, the schedule alone would have delivered 486 additional new homes for each dollar spent on the spot campaign. The network program accumulated new homes in succeeding weeks, adding them at the average weekly rate of 51 per dollar, which, according to NBC Spot Sales, is only about one-tenth as efficient in reaching new homes as the spot schedule.

In the findings on audience composition, viewers of the six programs divided 33%, men; 41%, women; 12%, teenagers, and 14%, children. The spot schedule would have reached 32%, men; 46%, women; 9%, teenagers, and 13%, children.

Citrus Commission Plans Cutback

A decision to cut back its advertising expenditures during July-October from $450,000 to $325,000 was announced by the Florida Citrus Commission last Wednesday at its April meeting. The new program will be outlined at its June meeting, after the details have been worked out with its agency, Benton & Bowles, New York. The cutback is planned so the commission can go into the next shipping season with a carryover of $75,000. The current season's advertising budget was cut back approximately $1.1 million from the original figure of $4.4 million because of fruit losses in the series of winter freezes, it was reported. The big cuts were in magazines and newspapers, with few changes in tv plans, the commission said.

BASEMENT LODE

There's gold in them thar (Westinghouse) laundromats! Westinghouse Electric Co., sponsor of CBS-TV's *Studio One in Hollywood*, last Monday went its famous "sand-test" one better by demonstrating to viewers that the Westinghouse laundromat is worth its weight in gold to the folks at Bausch & Lomb Optical Co., Rochester, N. Y. According to the live commercial—featuring Betty Furness and John Cameron Swayze —B&L had been seeking an economical way to salvage tiny gold particles out of the cleaning cloths used to buff and polish spectacle frames. It tried a number of automatic washers until it selected Westinghouse and its exclusive "revolving agitator." According to McCann-Erickson copywriters, by using the Westinghouse laundromat to wash out the polishing and rouge cloths, B&L "now salvages up to $400,000 in gold chips, particles and dust each year." After processing into solid form, the gold is sent to assayers; then, into gold bullion circulation.

600 Expected Thursday At 4A Greenbrier Meet

Some 600 agency, advertiser and media people are expected to be on hand for the 1958 annual meeting of the American Assn. of Advertising Agencies being held this week at the Greenbrier, White Sulphur Springs, W. Va.

Opening sessions Thursday, for members only, will be devoted to business meetings, including elections. These will be preceded on Wednesday by meetings of some 50 governors of the four AAAA regions and the 20 local councils. Media and advertiser guests will join in the Friday and Saturday meetings.

A four-part presentation on the modern marketing concept will highlight the Thursday sessions. G. Maxwell Ule, senior vice president of Kenyon & Eckhardt, New York, will discuss "The Marketing Concept and Its Implications for Advertising"; Reuel Denny of the U. of Chicago, co-author of *The Lonely Crowd*, will speak on "The Impact of Sociological Change on Our Market"; Bertram Lange of *Life* magazine, on "Uniformity and Diversity in the U. S. Market," and LeRoy M. King of *Food Topics* and *Food Field Reporter* on "It Takes a Lot More Than a Color Page or Tv Program to Move Goods Out of the Store."

Creativity will be the theme at the Saturday opening session. Paul R. Smith, president of Calkins & Holden, New York, will speak on "The Spectrum of Creativity"; Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., on "The Art of Creative Management, or Creation Can Be Fun," and Edward G. Zern, vice president and copy director of Geyer Adv., New York, on "Are Copywriters Necessary?"

Major presentations on the public relations of advertising and advertising's role in overcoming the current recession will highlight the wind-up session Saturday. Speakers will include Claude Robinson, chairman of Opinion Research Corp., Princeton, N. J., and Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board.

The AAAA's 40th annual dinner is scheduled Friday night, with a special closed-circuit color telecast featuring NBC's Steve Allen. Melvin Brorby of Needham, Louis & Brorby, Chicago, chairman of the AAAA board, will preside. Dinner speaker will be Charles Ferguson, senior editor of *Reader's Digest*.

A collection of tv commercials chosen as award winners by the Art Directors Club of New York [AWARDS, April 7] will be shown at various times during the convention.

Lever Signs FC&B for Air-Wick

Broadcast advertising will figure in media strategy for the "air-wick" line of deodorizers, domestic rights of which were acquired last week by Lever Bros. The account was assigned to Foote, Cone & Belding, New York, one of six agencies handling Lever business.

Lever obtained U. S. trademarks and marketing rights to the room deodorizer manufactured by Airkem Inc. and distributed nationally by Seeman Bros., New York. Airkem retains control in 62 foreign markets. Assignment of the $500,000 account to the Pepsodent Div. and appointment of FC&B were effective immediately (account leaves Norman, Craig & Kummel, which could not be considered because NC&K services a number of Lever-competing Colgate-Palmolive products).

Cheskin to Address MAAN Meet

Mutual Adv. Agency Network will hold its second quarterly meeting at the Bismarck Hotel in Chciago this weekend (April 25-26), with Louis Cheskin, director of the Color Research Institute, as a key speaker. Mr. Cheskin will discuss "Twelve Years of Unconscious Level Testing of Marketing Tools" in a speech Friday afternoon. Other speakers include Jim Taylor, James C. Taylor Adv.; Herb Brooks (on "The Canadian Market"), Brooks Adv., Toronto, and Allan J. Copeland ("Selling by Mail Order"), Allan J. Copeland Adv. Several committee reports also are listed on the main agenda.

SALUTE TO SILVERNAIL

Some 275 of his friends gave Frank Silvernail a testimonial luncheon in New York last Thursday to mark his retirement from BBDO, and in the process an annual "Silver Nail Award for the Timebuyer of the Year" was established.

First award, a plaque bearing a silver nail and an appropriate inscription, was presented to Mr. Silvernail by Frank M. Headley of H-R representatives, president of Station Representatives Assn., which originated the award.

He also received, as a gift from his friends in radio-tv, a silver tray presented by President Harold E. Fellows of NAB and inscribed to Mr. Silvernail as "Dean *emeritus* of media men." Mr. Silvernail retired as station relations manager for the BBDO radio-tv department on March 31 after a career that spanned 23 years in radio-tv [ADVERTISERS & AGENCIES, March 17].

There also was some spoofing. Jack Sterling, WCBS morning man who was m.c. for the luncheon, presented a "This Is Your Life, Frank Silvernail" takeoff. Mr. Fellows referred to the guest's sense of humor as "slightly pixilated." Mr. Silvernail rose to the occasion. "I'm flabbergasted," he said in one "speech." In the other: "This is utterly ridiculous and I love it."

MR. SILVERNAIL *(left) accepts plaque from Mr. Headley.*

Chicago 'Auto Buy Now' Push Rings Up $13 Million in Sales

Chicago listeners and viewers responded vigorously to "You Auto Buy Now" air and print appeals last week—they rang cash registers to the tune of $13 million in new and used car sales for four days.

Some 900 dealers reported the sale of 2,600 new and 4,542 used automobiles at the close of business Tuesday, according to the Chicago Automobile Trade Assn. and Greater Chicagoland Used Car Dealers Assn. The breakdown: new cars, $8,450,000; used, $4,452,000. All told sales were running from 50% to 100% above average for that period.

Several Chicago radio and tv outlets carried saturation spot announcements before and during the actual campaign, which closed yesterday (Sunday), supplementing network spot efforts.

$1.5 Million GMC Truck Account Rolls into McCann-Erickson

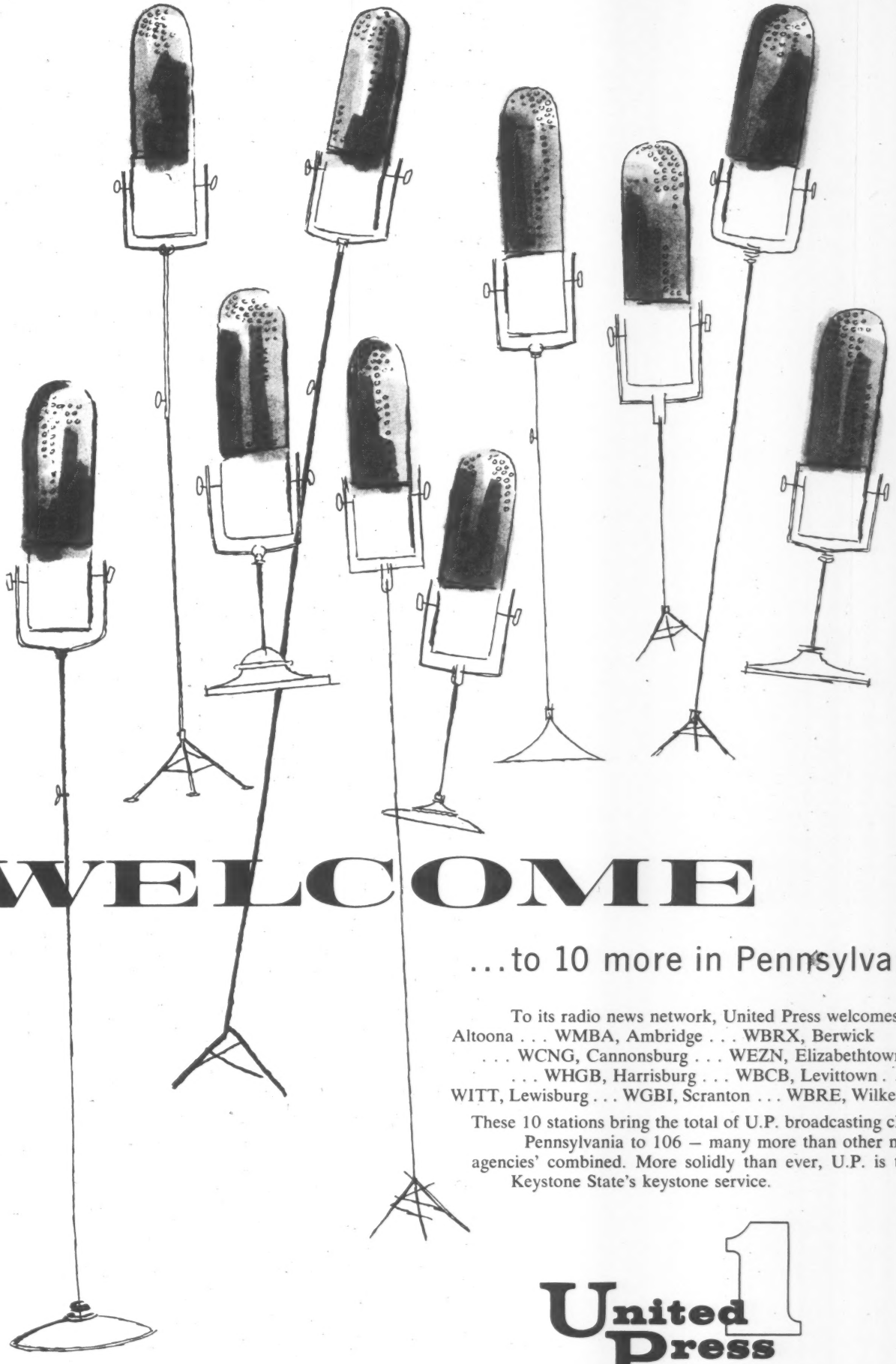
McCann-Erickson picked up another chunk of General Motors business last week, inheriting the $1.5 million GMC Truck and Coach Div. account from Kudner Inc., effective Sept. 1. The appointment was announced by Philip J. Monaghan, GM vice president and general manager of GMC Truck and Coach.

GM Truck advertising thus follows Buick into the McCann-Erickson shop, giving that agency about $25 million in new General Motors' billings within a period of nine weeks. M-E already handles GM's International Div.

Still loose was GM's $6-7 million Frigidaire account, also lost by Kudner, with a new agency slated to be named by May 1. The Frigidaire Div. has started hearing agency presentations and will announce its selection in the next few weeks. McCann-Erickson is not considered a candidate for that account since it handles Westinghouse.

Ford Clings to 'Road Show' Time, Scouting for Godfrey Successor

Ford Div. of Ford Motor Co., which helped nudge network radio along the comeback road with its *Ford Road Show*, a $4 million-plus 52-week package on CBS Radio, has no intention of softening its position. Ford's agency, J. Walter Thompson, reportedly was scouting Hollywood last week for a name radio-tv personality to fit into the Arthur Godfrey *Road Show* period (Mon.-Fri., 5:05-5:30 p.m. and broadcast



WELCOME

...to 10 more in Pennsylvania

To its radio news network, United Press welcomes WFBG, Altoona . . . WMBA, Ambridge . . . WBRX, Berwick . . . WCNG, Cannonsburg . . . WEZN, Elizabethtown . . . WHGB, Harrisburg . . . WBCB, Levittown . . . WITT, Lewisburg . . . WGBI, Scranton . . . WBRE, Wilkes-Barre.

These 10 stations bring the total of U.P. broadcasting clients in Pennsylvania to 106 – many more than other news agencies' combined. More solidly than ever, U.P. is the Keystone State's keystone service.

United Press

U. P. NEWS PRODUCES

live). The agency feels it has a time period that is a "most important unit" of the package and wants to keep it very much in the Ford shop. Mr. Godfrey has announced his resignation (the show package started last fall) effective when CBS Radio and the Ford Div. come up with the replacement.

Advertiser Showdown Averted By ABC-TV Triple Sponsorship

The battle for the Tuesday, 9-9:30 p.m. time period on ABC-TV next fall has been amicably resolved by the network and the three advertisers concerned. The unusual solution: allowing all three sponsors "equal time" within the 30-minute slot. Procter & Gamble Co., riding with the top-rated *Wyatt Earp* program 8:30-9 wanted "in" on 9-9:30 with a new William Morris-Four Star film series, *The Rifle Man*. But Ralston-Purina Co. and Miles Labs, occupants of this berth, declined moving out. [AT DEADLINE, April 14]. Effective with the fall season, P&G, Ralston-Purina and Miles will each have a commercial minute (maximum for 30 program minutes: three commercial minutes) in *Rifle Man*.

Ralston and Miles, both of whom had optioned to bring *Leave It to Beaver* over to ABC-TV from CBS-TV, will work out a similar arrangement with an as-yet undesignated third advertiser in the Friday, 8:30-9 p.m. slot, bouncing Warner Bros. Tv and Campbell Soup's *Colt .45*. Ralston and Miles will drop *Broken Arrow*, now seen in the Tuesday, 9-9:30 p.m. period. Agencies: Compton Adv. (P&G), Gardner Adv. (Ralston-Purina) and Geoffrey Wade Adv. (Miles).

Rayco Hypos Ad Budget for '58, Plans Heavy Broadcast Activity

Rayco Mfg. Co. (auto seat covers), Paterson, N. J., presently doing a record business of $22 million, last week launched a $2 million "anti-recession" expansion program. It has allocated the largest ad budget in company history (60% in radio-tv) for the balance of 1958 and its agency, Emil Mogul Co., is presently "thinking" in terms of network tv for the first time. Rayco uses an extensive radio-tv spot schedule nationally, and will continue to do so through the summer months, stepping up this activity in light of accelerated auto traffic. Any network purchase, it is understood, won't take place before next fall.

According to Jules Rudominer, executive vice president and marketing director of Rayco, firm is to add a line of auto mufflers to Rayco's principal line of auto seat covers and convertible tops. They will be introduced via a new series of broadcast announcements.

Roslow Recommends Continuation Of Multiple Broadcast Ratings

Dr. Sydney Roslow, president of The Pulse Inc., New York, asserted last week that the broadcasting industry should continue its practice of using a multiplicity of rating services for research efforts.

He incorporated this comment during talks before the graduate students of the Syracuse U. Radio & Television Center where he served as guest professor on television last Monday and Tuesday. He contrasted the policy of broadcasting with that of newspapers and magazines, which, Mr. Roslow said, rely "on one measurement organization, the Audit Bureau of Circulation" for a physical count of papers sold.

Radio-tv research gauges audience composition, acquiring data of the social, educational, financial and age level of the listener and viewer and obtains information on the effectiveness of programs, time segments and commercials. Radio-tv research, Dr. Roslow continues, enables the station to ferret out its strong points, even though it may not be "number one in heads or homes."

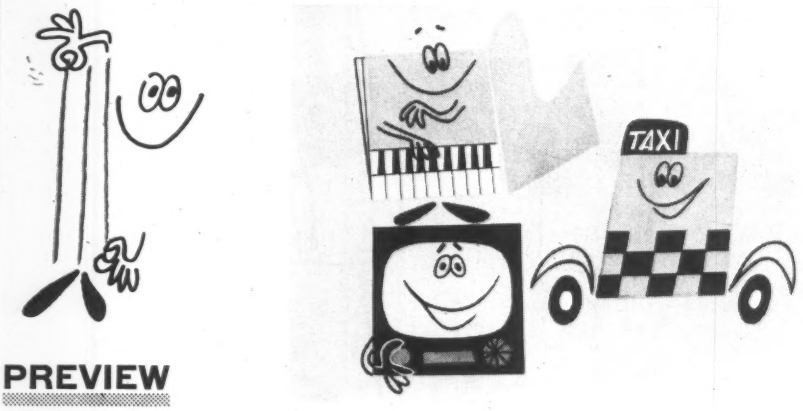
62 Trademarks Launched on Tv, Erickson Tells Trademark Assn.

Television has launched at least 62 new trademarks in the past decade, Rodney Erickson, vice president and supervisor of tv accounts, Young & Rubicam, told the U. S. Trademark Assn. at its annual meeting in Atlantic City.

Mr. Erickson evaluated the visual medium and its influence on trademarks, saying that while costs are rising, circulation is rising commensurately, "which means that television remains as good an advertising value as it ever was." Network television, with an average cost-per-thousand of $3.88 per minute, for an evening half-hour show (time, talent, commercials) or $3.50 for an evening hour, is a good buy, Mr. Erickson said.

Color television is just around the corner, he predicted, emphasizing that it will make tv "an even stronger advertising medium." Farther in the future he foresees "smellies," introducing scent with the tv and "feelies" using a chair device to allow a viewer to feel fabrics, furs or other material.

Mr. Erickson's audience was made up of more than 250 trademark lawyers from firms around the country. The April 10-11 annual meeting dealt with marketing aspects of trademarks.



PREVIEW

WOLLEY SEGAP GOES IN FOR AT&T

Conservative American Telephone & Telegraph Co. has fallen for a puckish animated character who in his capers on tv will not resemble in any way the weight of the corporation that created him.

The chameleon-like character named "Wolley Segap" (pronounced Wally Seegap), or Yellow Pages spelled backwards, is the star of a new series of tv commercials made for AT&T. The series, consisting of eight 20-second, 60-second and 8-second spots, currently is being released on a syndicated basis for use by the various Bell telephone companies.

What makes this animated character especially interesting is the fact that 14 out of the 18 Bell companies to which Wolley was offered already had been signed as of last week, the greatest number ever to sign for a single AT&T series. (First of the series started in New York last week on WOR-TV's *Million Dollar Movie* in which New York Bell is a participating sponsor.) The individual companies will use Wolley on tv shows they sponsor in their own markets.

The theme that runs through all of the commercials is "Wolley Segap to the Rescue." Under the skillful hand of UPA, Wolley gets around to the numerous uses of the telephone book's yellow section with amazing alacrity.

Wolley's distinguishing features—eyes, mouth, hands and feet—are superimposed on abstract representations of the Yellow Pages directory. His activity is designed to dramatize the ease and efficiency which come with use of the directory to plumbers, air-conditioners, paperhangers, typewriters, electric fans, taxi service, tv set repair, etc.

Cunningham & Walsh, New York, produced the series (executive: John Keown). Animation director and designer for the series was Chris Ishy of UPA. Musical background and lyrics were by Scott-Textor Productions.

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us — our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV — the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

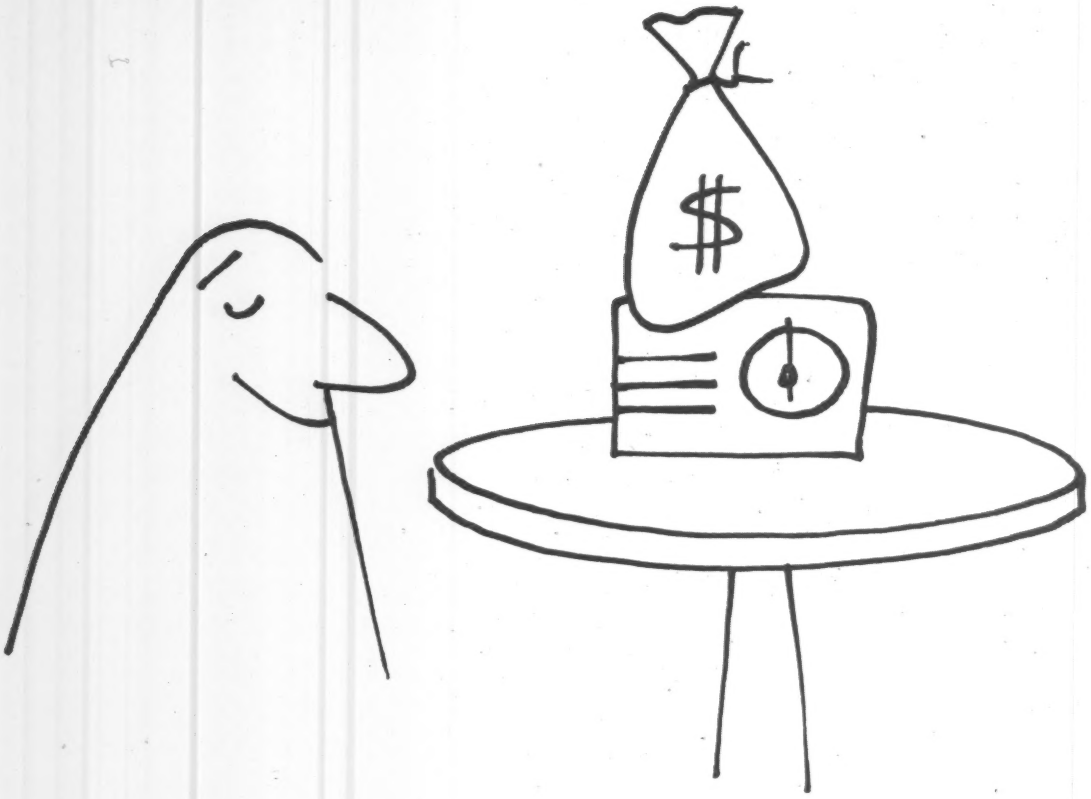
WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

Another thinly disguised success story



Bankers put their money where it will draw the most interest

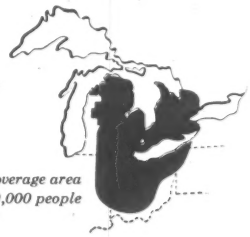
When it comes to money, you won't find a more cautious or prudent group than bankers. When they spend it, they know where it's going and demand full value for every dollar.

A leading bank in Detroit bought some time on WJR to acquaint the folks with their many banking services. This in itself isn't earth-shaking, but what is important is the fact that this started in the early thirties and the bank has kept the same spot for over 25 consecutive years! Good indication that the bank receives a fine return on its investment.

Naturally, adults represent the bank's prime market. And this is where WJR shines. With an almost all-adult audience, WJR delivers more prospects with more buying power than the next six Detroit radio stations combined. It's facts like these that have convinced astute men like bankers that WJR is Detroit's No. 1 station.

Why don't you take a tip from a successful banker? Put your advertising money where it will draw the most interest—WJR. Get all the facts from your Henry I. Christal representative that prove WJR's dominance in the fifth richest market in the country.

WJR *Detroit*
CBS *50,000 Watts*
RADIO PROGRAMS WITH ADULT APPEAL



WJR's primary coverage area —over 17,000,000 people

CLINIC DRAWS 450 'WEST OF MADISON'

- **Minneapolis Ad Club host**
- **Topics: From radio to MR**

Talks on independent radio and increased budgets for today's climate sparked an all-day seminar-clinic of the Minneapolis Advertising Club April 10.

Over 450 Twin Cities agency and media representatives attended the fifth annual workshop in that city's Leamington Hotel. Key speakers were Todd Storz, president of the Storz Stations; William F. O'Dell, president of Market Facts Inc., Chicago; Owen Smith, vice president and account supervisor, Leo Burnett Co.; Dr. Ernest Dichter, president, Institute of Motivational Research, and J. Harvey Howells, creative staff, Fitzgerald Adv. Agency, New Orleans, La.

General theme of the workshop was "Somewhere West of Madison Ave." Speakers were introduced by Sam Gale, vice president in charge of advertising at General Mills for 35 years and now a consultant.

Mr. Storz told Twin Cities' representatives that advertisers can expect several changes in radio within the next five years and described various technical developments in receivers. Within a few years, he said, people will be able to stroll the streets and listen to radio by means of miniature devices fastened on the wrist, eye glasses or ears.

Mr. Storz also discussed present-day radio, including the rise of independent station operations with music and news, and the increasingly important role of disc jockeys. He emphasized the new "professional approach" of today's d.j. and the need for accepting greater responsibility, reflecting his views at the Storz-sponsored Kansas City pop music disc jockey convention [STATIONS, March 17].

Mr. O'Dell suggested advertisers should increase, rather than decrease, their budgets in today's recession climate, claiming such "arbitrary reductions are unwise." Clients would fare better during business slowdowns if they would realize advertising is the cause, not the result, of sales, he asserted, adding that too often sales are not a good measure of advertising effectiveness.

Television's effectiveness in conveying a copy theme was recounted by Burnett's Mr. Smith, who reviewed the successful Marlboro (Philip Morris) cigarette advertising campaign in broadcast and print media. Its concept was to raise the male to the same level as the female in cigarette advertising appeals. Dr. Dichter explored progress in motivation research.

DDB Adds $900,000 McAn Billing

Doyle Dane Bernbach, New York, last week picked up the $900,000 Thom McAn (Melville Shoe Corp.) account, bringing to $1.3 million the amount of new business it has acquired since the agency and Max Factor & Co. terminated their seven-year association last month [ADVERTISERS & AGENCIES, March 31]. Ogilvy, Benson & Mather resigned the McAn account, effective June 30 [CLOSED CIRCUIT, March 17]. Doyle Dane Bernbach is no stranger to shoe advertising. Six weeks ago, it quietly resigned the $150,000 Regal Shoe Corp. account; this resignation was never announced, reportedly at request of the client. Last week Regal—a division of Brown Shoe Co.—marched into Emil Mogul Co., giving that agency its fourth, non-competing shoe account. Mogul indicated it would place Regal in spot radio-tv and effect a "doubling of the previous budget." A fortnight ago, DDB picked up the Benson & Hedges cigarette account, billing $400,000 [ADVERTISERS & AGENCIES, April 14].

Advertising Man Fares Poorly In Philadelphia Opinion Poll

Arthur C. Fatt, president of Grey Adv., last Tuesday defended the role of the advertising profession before the Poor Richard Club in Philadelphia. His talk was entitled "The Naked Men in the Window."

Mr. Fatt had a survey taken among Philadelphia businessmen to determine the impressions that people have on occupations and professions.

The results of how the advertising man is seen by Philadelphia follow:

Of the seven professions or callings listed on the questionnaire: 85% of the businessmen consider him 5th, 6th or last in honesty, 80% consider him 5th, 6th or 7th in intelligence, 92% consider him in the last three places in being careful, 77% consider him in last three places in prestige, 72% find him first or second in being interesting, but 88% consider him first, second or third as a sharp manipulator and 88% of the businessmen put him in the last three places in service to the community.

To cure the "anti-advertising trend" Mr. Fatt proposed an Advertising Foundation composed of representatives from the advertising associations and other groups in and out of advertising to work, demonstrate and talk and "enlighten America about advertising."

Grant Continues Expansion, Takes Over Burke Adv., Seattle

Grant Adv. Inc. continued its merger-and-expansion program last week, with the absorption of Burke Co. Adv., Seattle, and the creation of a new northwest office.

The merger, announced Monday by Will C. Grant and William M. Burke, president of the agencies bearing their respective names, gave Grant 27 new accounts and brought its overall billings to virtually $100 million. Among the new clients are Alaska Airlines, Washington State Dairy Products Commission and Blue Cross of Washington.

Under terms of the merger, Mr. Burke becomes vice president and Seattle manager and Roland H. Burke, his partner, a vice president in the same office. Grant sought the merger, negotiated by Lawrence R. McIntosh, its executive vice president-domestic operations, and Mr. William Burke, to strengthen its U. S. operations, particularly "in the important northwest market."

The announcement follows Grant's absorption of Abbott Kimball Co., San Francisco, and that agency's branches in New York, Los Angeles and Chicago [AT DEADLINE, April 7; ADVERTISERS & AGENCIES, Feb. 24], plus overseas expansion. Grant now has nine U. S. and 31 foreign offices.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

April 22, 29 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

April 21-25, 28-30 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 21, 28 (7:30-8 p.m. *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 22 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 23, 30 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

April 24 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

April 24 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 25 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark Cards through Foote, Cone & Belding.

April 26 (8-9 p.m.) *Perry Como Show*, participating sponsors.

April 26 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through McCann-Erickson.

April 27 (7-7:30 p.m.) *My Friend Flicka*,, sustaining.

April 27 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby; U. S. Time Corp. through Peck Adv., and Greyhound through Grey.

April 27 (9-10 p.m.) *The Chevy Show*, Chevrolet through Campbell-Ewald.

April 29 (8-9 p.m.) *Eddie Fisher Show*, Ligget & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

OKLAHOMA CITY
KWTV 9:30 P.M.

26.2

RE-RUN

beats Groucho Marx, Jack Benny, Steve Allen, Wyatt Earp, Lawrence Welk, Playhouse 90, Sid Caesar, and many others.

ARB

MILWAUKEE
WTMJ-TV 10:00 P.M.

21.8

RE-RUN

beats G.E. Theater, Sid Caesar, Red Skelton, $64,000 Question, Person to Person, Arthur Godfrey and many others.

ARB

KANSAS CITY
KMBC-TV 9:30 P.M.

21.5

RE-RUN

beats Playhouse 90, Climax, Godfrey's Talent Scouts, Studio 57, Sheriff of Cochise, Broken Arrow, Phil Silver and many others.

Pulse

NOW! SCORING SMA S

"I LED 3 LIVES"

From the secret files of a Counterspy for the F.B.I.

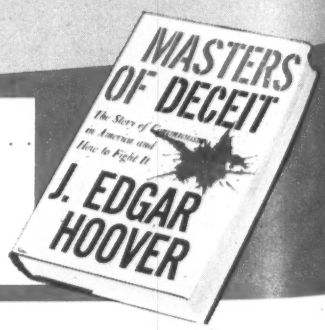
Tense because it's factual!
Gripping because it's real!
Frightening because it's true!

Starring RICHARD CARLSON as HERB PHILBRICK . . . the patriotic young American who led three lives—Citizen! Communist! Counterspy for the F.B.I.!

PUBLIC INTEREST AROUSED! Continuing Communist Menace Disclosed by . . . . . .

Proof-positive of increased national interest in the communist threat is the sensational rise of J. Edgar Hoover's "Masters of Deceit."
Published March 10, the book was listed #2 in nation-wide non-fiction sales by April 13. Millions of other Americans are reading a serialization of the book in leading newspapers coast-to-coast.

"A tour through communism by an expert." **Newsweek**
"Will shock the reader out of his apathy!" Richard J. Cushing, D.D., Archbishop of Boston
"Most imperative book of the decade." Daniel A. Poling, Editor, **The Christian Herald**
"Indispensable. Particularly valuable now!" Charles Poore, **The New York Times**



ST. LOUIS
KSD-TV 10:00 P.M.

21.0

RE-RUN

beats Broken Arrow, Welk's Top Tunes, Wyatt Earp, Big Surprise, Person to Person and many others.

Pulse

BOSTON
WNAC-TV 7:30 P.M.

23.9

RE-RUN

beats Your Hit Parade, Loretta Young, People Are Funny, Ernie Ford, Badge 714, State Trooper and many others.

Pulse

No.1 NATIONALLY

16 OUT OF 18 CONSECUTIVE TIMES!

Pulse-Multimarket Avg.

SH RE-RUN RATINGS!

In city after city, on 3rd, 4th and even 5th runs, "I LED 3 LIVES" is winning fabulous ratings. Here's a program that's even more timely today than ever before. Never has interest been so great in the Communist threat to our country.

Here's your opportunity to perform a great public service and at the same time offer your advertisers an all-time, top-rated show. It's being grabbed up all over the country fast by top stations . . . for full or alternate sponsorship, as a spot carrier, or for strip programming. Multi-runs sold to scores of stations including:

WCBS-TV, New York City
KPIX, San Francisco
KGUL, Houston
WAGA-TV, Atlanta
KTTV, Los Angeles
WBAL, Baltimore

Write, wire or phone now for profit-making availabilities in your city.

AT THE NAB CONVENTION SEE THESE TOP-PROFIT Economee TV PROGRAMS

Rooms 2100-2101 • Hotel Biltmore
Los Angeles • April 27-May 1

- SCIENCE FICTION THEATER
- DR. CHRISTIAN
- MR. DISTRICT ATTORNEY
- I LED 3 LIVES
- BOSTON BLACKIE
- FAVORITE STORY
- MEET CORLISS ARCHER
- EDDIE CANTOR Comedy Theatre
- THE UNEXPECTED
- TIMES SQUARE Playhouse
- YOUR TV THEATER
- SPORTS ALBUM
- YESTERDAY'S NEWSREEL
- THE LIVING BOOK

Choose ECONOMEE-TV top-profit programs to fit your sales needs.

RATING PROVED!
ZIV PRODUCED!
ECONOMEE PRICED!

Economee TV

ECONOMEE TELEVISION PROGRAMS 488 Madison Avenue, New York 22, N. Y.

1st in Houston

with the fastest moving Radio in America!

1st in Houston

with the most exciting sound you've ever heard!

1st in Houston

with Downbeat . . . the most sensational music and news programming . . . 24 hours a day!

This dynamic new programming was developed by KTHT in cooperation with Adam Young Inc. We advise you to take advantage of the low rates now, then watch the ratings go up . . . up . . . up . . .

790 **KTHT** 5000 watts

REPRESENTED NATIONALLY BY

ADAM YOUNG, INC.

DISCRIMINATION AGAINST ASCAP A MYTH, HILL COMMITTEE TOLD

- **Opponents to Smathers bill face Pastore subcommittee**
- **Performers, station owners contend ASCAP most played**

Broadcasters, performers, songwriters, publishers and governors—24 strong—last week expressed unqualified opposition before a Senate subcommittee to a bill which would prohibit broadcasters from owning stock in BMI and from owning recording and publishing firms.

The hearing was held by the Communications Subcommittee of the Senate Commerce Committee to give opponents of the bill (S 2834), introduced by Sen. George Smathers (D-Fla.), a chance to be heard. Proponents of the measure had offered their testimony before the subcommittee, headed by Sen. John Pastore (D-R. I.), last month [GOVERNMENT, March 17, 10].

Last week's contingent, led by BMI Board Chairman Sydney Kaye, principally made these claims:

- The charge that a conspiracy exists between BMI and broadcasters to exclude ASCAP music is "ridiculous."
- BMI actually has helped to fight a previous monopoly rather than create one.
- ASCAP excludes country music composers and performers from membership making it necessary for them to turn to BMI.
- BMI makes it possible for serious music composers to get their work recorded.
- ASCAP has an unfair system of compensation for its members.
- Broadcasters actually play more ASCAP than BMI compositions.
- There is no advantage to broadcasters playing BMI tunes rather than ASCAP music.
- If the bill becomes law, the music industry will be forced under an ASCAP monopoly once again.

Several spectators at the three-day hearing commented on the fact very few questions were asked of the witnesses, except Mr. Kaye. This was in direct contrast, observers stated, to "antagonistic" questions asked of some proponents of the bill. Present for much of the testimony, in addition to Chairman Pastore, were Sen. Strom Thurmond (D-S. C.) and Sen. Charles Potter (R-Mich.).

Sen. Smathers, who was conducting hearings on a railroad matter during much of the testimony last week, was present for only about 15 minutes. The author of the bill also missed a large majority of the proponents' testimony last month.

The hearings were recessed Thursday until May 6.

Mr. Kaye entered a 43-page statement into the record and was frequently interrupted by the senators for questions of clarification. He said there is no doubt that at the time BMI was formed "ASCAP was a practically complete monopoly." BMI, he contended has widened and broadened the field of music rather that restricted it. All of last week's following witnesses agreed with this contention.

The lowest percentage of BMI music is performed by the networks, which have been accused of pushing BMI music over that of ASCAP Mr. Kaye said. "Since the hard core of the alleged conspiracy would have to be the BMI stockholders, it is also significant to note that non-stockholders perform a higher percentage of BMI music than do its stockholders," the BMI board chairman stated.

Mr. Kaye said there have been "innuendoes and insinuations" that Victor and Columbia discriminate against ASCAP music. Since 1940, he stated, both record companies "have recorded an overwhelming proportion of ASCAP music."

Several witnesses who favored the bill had testified previously on alleged acts of discrimination against ASCAP of which they had personal knowledge. Mr. Kaye, one by one, offered counter testimony which he said refuted their statements. "The episodes are so irrelevant, so trivial, so easily susceptible of explanation that they lack not only individual but cumulative probative force." he said. "The failure of the proponents to prove any real instance of discrimination in 18 years of operation by thousands of stations with tens of thousands of employes is a more dramatic refutation of the charges of discrimination than any that I could make."

BMI'S KAYE

GOV. CLEMENT

When BMI was formed, Mr. Kaye testified, ASCAP had only about 1,000 members. "Now there are 4,000. This, again, is not the result of discrimination by broadcasters." He said there was no incentives for discrimination to exist and broadcasters would not have such power even if they wanted to discriminate against ASCAP.

"The proponents of this bill have at times tried to look like spokesmen for small broadcasting stations or small recording companies," Mr. Kaye charged. "The real motive of the major proponents of this bill, however, cannot be concealed. It is to reduce or eliminate competition to ASCAP."

Mr. Kaye said BMI itself is only incidentally affected by the Smathers bill. He said BMI has a music publishing department which it has consistently operated at a loss. "If BMI gave up its publishing interests, broadcasters would not, under provisions of the bill, have to divest themselves of their BMI stock," Mr. Kaye explained. "It is hard to see how the closing of these publishing interests would achieve any useful effect for the public interest."

As did other witnesses, Mr. Kaye also called attention to the extraordinary prosperity, growth and diversity of opportunity in the field of music which has come about since BMI was founded.

The Smathers bill is as improper in theory as it "is unjustified by fact," Mr. Kaye charged.

"The passage of this bill would serve only to restore the monopoly that existed before BMI's foundation."

Dr. Harrison Kerr, dean of the College of Fine Arts at Oklahoma U., told how BMI made it possible for serious music composers to get their works published and recorded, something that was not possible under ASCAP. He explained the American Composers Alliance tried for years to negotiate an agreement with ASCAP but "finally realized that ASCAP had been merely indulging in a delaying action and that there was not . . . any real possibility of reaching an agreement."

He said ASCAP subsequently began a "campaign of destruction" against ACA and the serious music organization would not have been able to survive except for BMI, which made grants assisting ACA composers. Passage of the Smathers Bill, he said, would "react very unfavorably" to the American serious composer. "It appears to me that this bill seems to have no purpose except to open the way for an attack on BMI by various interests associated with ASCAP."

Last Thursday, four members of ASCAP (and former members of ACA) sent a telegram to Sen. Pastore disputing the testimony of Dr. Kerr. Aaron Copland, Virgil Thomson, Norman Dello Joio and Douglas Moore entered a "vigorous protest" to statements ASCAP offered payments to certain serious music composers, as an inducement to resign from ACA and join ASCAP. Actually, they said, ASCAP offered to accept members of ACA without the necessity of their resignation from that group on a payment basis "consistent with the consent decree" entered into between Justice Dept. and ASCAP. "The true facts are than in return for bringing ACA into the BMI fold, Harrison Kerr was then rewarded with a salaried position subsidized by BMI," they charged.

Mr. Kaye countered in defense of Dr. Kerr.

In rebuttal, Mr. Kaye pointed out Dr. Kerr's testimony referred to the early 1940s

while the consent decree was not signed until 1950. The personal attack on the Oklahoma educator was "flatly untrue," Mr. Kaye said.

Mahlon Merrick, musical director for Jack Benny for the past 23 years and sometime composer affiliated with both ASCAP and BMI, said the charges that broadcasters favor BMI music over ASCAP "are simply ridiculous." He said that never at any time in his career had any broadcaster suggested that music be programmed because it was licensed by a certain firm.

The musical conductor for the *Ed Sullivan Show*, Ray Bloch, said: "If the kind of discrimination and pressure which has been claimed by the proponents of the bill really existed, I find it inconceivable that I should never have been aware of any such attitude in all of my years of experience in either broadcasting or recording." Mr. Bloch, whose music has been on the air continuously since 1929, has been a member of ASCAP since 1939.

He also owns two small publishing firms, one associated with ASCAP and one with BMI. "I have never found that recording companies were more interested in or more willing to record the works of my BMI publishing company than the works of my ASCAP company," Mr. Bloch said.

Singer Jane Pickens told the senators she is against the Smathers bill because "I don't like to see a prohibition law." Miss Pickens said she selected all the numbers performed by herself individually and the Pickens Sisters as a group, and has appeared in many Broadway shows, on radio-tv and in night clubs.

"On the basis of all this experience, I find without any foundation whatever the contention that music is being selected for recording or performances because it is licensed either by ASCAP or BMI," she said. Miss Pickens read a letter from singer Dinah Shore saying she had never been "subjected to the slightest pressure" by NBC or CBS regarding selection of her songs.

Bandleader Sammy Kaye, owner of both ASCAP and BMI publishing firms, said he is negotiating to buy a number of stations and felt the Smathers bill threatens his right to be a broadcaster. Other artists and publishers who denied favoring BMI music or being influenced by the copyright source were Maria Cole, wife of Nat (King) Cole; Jimmy Davis, former Louisiana governor and gospel singer; Eddy Arnold, and Pee Wee King, composer.

Gene Autry, movie star, singer, composer, publisher, multiple-station owner and member of ASCAP since 1939, said the creation of BMI has resulted in very substantial benefits to authors, composers and publishers. Mr. Autry owns two western music publishing houses, one affiliated with BMI, one with ASCAP.

He said he tried to get into ASCAP as early as 1930 and the fact he was voted fourth biggest movie box office attraction had more to do with his finally being admitted "than the songs I turned out." Until BMI was organized, he said, "ASCAP maintained its traditional closed-door policy toward any new writers and publishers of music." He stated BMI "took advantage of a crying need for an open door policy for new writers and new publishers."

Mr. Autry said he has recorded for Columbia Records for 25 years and appeared on all radio-tv networks and "never at any time has any broadcaster or recording company directly or indirectly indicated any interest whatsoever . . ." who licensed the songs he sang.

Provisions of the bill which would prohibit him from owning both radio-tv statons and recording or publishing companies were hit by Mr. Autry.

Tennessee Gov. Frank G. Clement strongly defended country and western music.

He said there now are 91 successful music publishing houses in Tennessee, all organized since 1941, and innumerable recording artists and composers. "I state categorically that the development of a $50 million industry in the state of Tennessee was made possible because BMI opened the doors of opportunity for these many Americans who had nowhere to go prior to 1940."

Gov. Clement also entered into the record statements by country music personalities Ferlin Huskey, Jimmy Dickens, Faron Young and Roy Acuff, all opposing the bill.

"We broadcasters fear ASCAP for we have known them as a predatory and ruthless group, whose appearance here in the guise of public interest we feel is a sham," said James L. Howe, president of WIRA Fort Pierce, Fla., and that state's broadcasters' association.

Milton E. Milter, owner of WADK Newport, R. I, and president of the Rhode Island Broadcasters Assn., warned that passage of the bill could result in the destruction of "many smaller radio stations which are financially unable to pay exorbitant licensing fees." This could result, he said, because "the monopolistic conditions that prevailed prior to the inception of BMI could return. . . ."

Ben Strouse, president of WWDC-AM-FM Washington, told the subcommittee the proposed bill "is a completely unnecessary piece of legislation." He said WWDC "is completely uninterested in who owns the copyright or what organization licenses the music" played on the station. In an informal poll of West Virginia broadcasters, Mr. Strouse said he did not find a single one "who cared about a label or a copyright ownership or who licensed the music."

Charges that broadcasters try to force rock-and-roll on the public are "downright ridiculous," the Washington broadcaster maintained. "We are not interested in forcing anything." Mr. Strouse said WWDC paid ASCAP $20,000 and BMI almost $10,000 in performance rights last year. "What do we get for this money?" he asked. "Strange as it seems, we don't know. . . . We pay to prevent being sued."

The sole purpose of S 2834 is to "kill BMI—to rid ASCAP of competition," Grover C. Cobb, vice president-general manager of KVGB Great Bend, Kan., told the senators. He said in his 10 years at KVGB, he has never suggested that any piece of music be played because it happened to be a BMI or ASCAP song.

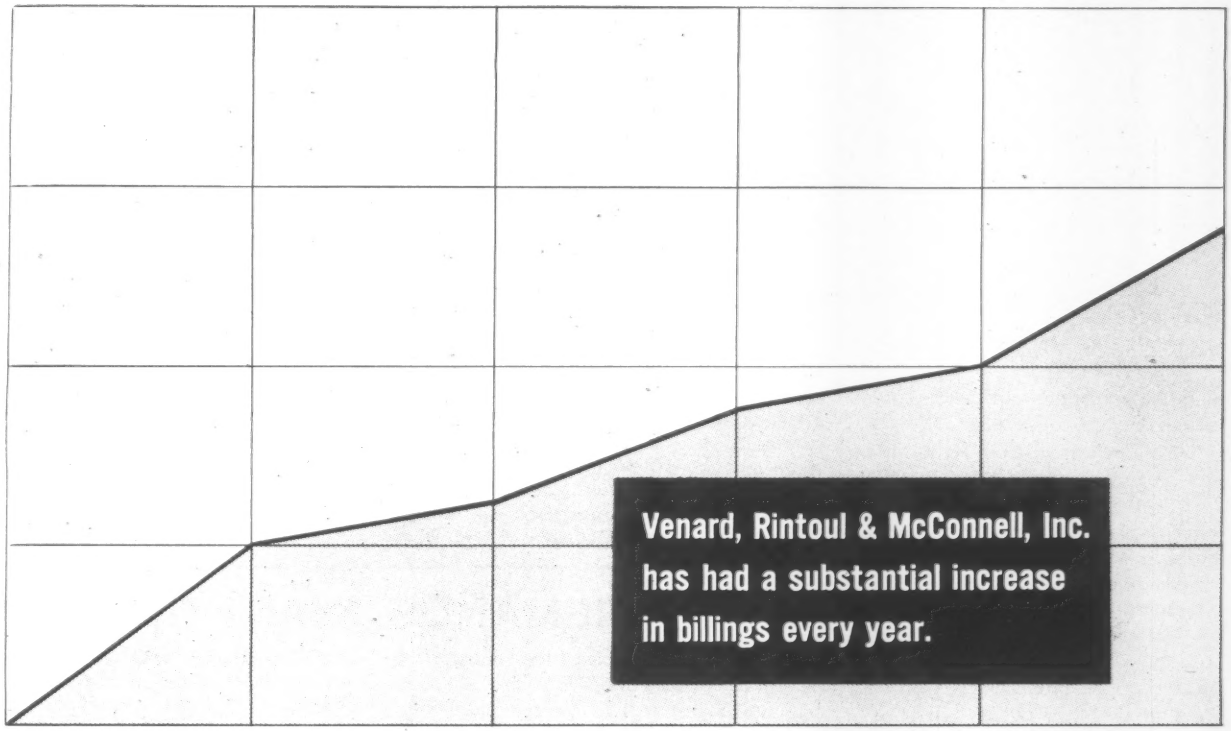
Also president of the Kansas Assn. of Broadcasters, Mr. Cobb maintained broadcasters have nothing to gain by playing predominately BMI songs, because they operate under blanket licenses with BMI, ASCAP and SESAC.

Elden H. Shute, co-owner of WKTQ South Paris, Me., and president of that state's association, said "Broadcasters in the state of Maine believe that they have been accused unjustly of conspiracy against ASCAP." The bill is highly discriminatory, he stated, in that it would exclude broadcasters from activities in which other citi-

COUNTRY-MUSIC'S KING, ARNOLD

PERFORMERS-COMPOSERS PICKENS, MERRICK, DAVIS AND BLOCH

OKLA. MUSICIANS KERR, AUTRY



GROWTH

This kind of record is achieved by experienced selling – and hard work. Every man on our staff is a salesman.

We are proud of the growth record of our stations.

See us at the NAB Convention.

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Avenue, New York City
Station Representatives

NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · DALLAS

Mr. Strouse WWDC | Mr. Patt WJR | Mr. Davidson WAKN | Mr. Jarman WDNC | Mr. Shute WKTQ | Mr. Morris WBBZ-KASA | Mr. Cobb KVGB | Mr. Mitler WADK | Mr. Howe WIRA

zens, including competitors in the entertainment business, may freely engage.

Sam C. Phillips, owner of WHER Memphis and majority stockholder of Sun Record Co. and Hi Lo Music Inc., said that his station does not play the songs of his recording company, predominately western. He said this policy was adopted for economic reasons since most of the other Memphis stations lean heavily on western music.

"I am one of the broadcasters who well remembers the days of 1939 and 1940 . . ." when stations had difficulty negotiating new contracts with ASCAP, J. Frank Jarman, vice president-general manager of WDNC Durham, N. C., stated. "Those were the days when broadcasters found themselves at the mercy of the monopolistic giant ASCAP," he said.

It was because of the organization of BMI that broadcasters were able to reach an agreement with ASCAP in 1941, Mr. Jarman maintained. He said WDNC owns 62 shares in BMI and should be permitted to retain this stock as a protection against what happened in 1939-40.

E. R. Vadeboncoeur, president of WSYR Syracuse, N. Y., cited figures showing that independent New York stations not owning BMI stock played a larger percentage of BMI music (29.3%) than did network-affiliated stations with BMI stock (23.5%). These figures adequately disprove claims by proponents of the bill that broadcasters are engaged in a conspiracy to bar ASCAP music, he said.

The president of the Oklahoma Broadcasting Assn., Leo Morris, stated that to his personal knowledge, "no Oklahoma broadcaster has ever been given or promised anything for playing one brand of music." Mr. Morris, manager and substantial owner of WBBZ Ponca City and KASA Elk City, both Oklahoma, said that "ASCAP and the other supporters of this bill have a gaping hole in their arguments about music control. It is ridiculous to suggest a conspiracy without a motive."

John F. Patt, president of WJR Detroit, said provisions of the bill "are unwarranted and based upon mistaken assumption of fact and discriminatory against individual interests in the broadcast field."

The operation of WJR, which has a stock interest in BMI, refutes the allegation that broadcasters favor BMI music, he said. He cited figures for the years 1956-57 which showed that WJR played 76,000 ASCAP tunes and 33,000 BMI songs. WJR has its own recording operation, Mr. Patt said, and legislation against this operation would have "a serious, adverse effect upon our business operations."

WTOP Washington disc jockey Eddie Gallaher said no performer can afford to tamper with his audience for any reason and, consequently, plays the most popular music without regard for who the licensing agency happens to be.

COURT REMANDS MIAMI CH. 10

A federal court returned the controversial Miami ch. 10 case to the FCC last Thursday but attached strings to the remand.

The U. S. Court of Appeals, acting within a few hours after hearing argument on the FCC's request that the notorious Miami ch. 10 case be remanded for further consideration—in light of the revelations by the House Committee on Legislative Oversight—agreed to the FCC's request, but spelled out exactly what the Commission should do.

The three-judge court told the Commission to hold a hearing to determine whether or not Comr. Richard A. Mack (now resigned) should have disqualified himself in the ch. 10 proceeding, and whether any of the applicants "may be disqualified by reason of misconduct to receive an award of a television construction permit." This referred to allegations that both representatives of National Airlines and WKAT Inc. held secret parleys with commissioners and used Congressional and other pressures in behalf of their applications.

The court also directed that all the parties in the ch. 10 proceeding be permitted to participate in the new hearing—with the right of cross-examination and rebuttal.

The 1957 grant to a subsidiary of National Airlines was appealed to the circuit court by WKAT Miami and by Eastern Airlines. Eastern Airlines appealed from the FCC's refusal to allow it to participate. There are two other applicants—North Dade Video Inc. and WCKY Cincinnati, but they did not appeal.

The court also directed the Commission to inform the attorney general of the hearing and to allow the Justice Dept. to participate if it wished.

It retained jurisdiction of the case, and ordered the FCC to report on its status within six weeks.

The unanimous ruling—unique in the annals of administrative law—was made by Circuit Judges E. Barrett Prettyman, George Thomas Washington and John A. Danaher.

The case was argued Thursday morning. FCC Assistant General Counsel Richard A. Solomon asked the court to remand the case to the FCC without any action, to allow the Commission to determine what to do about the allegations of tainted votes. WKAT counsel Paul A. Porter argued that the court should remand the case, only after reversing the decision. National Airlines attorney Norman E. Jorgensen objected to any remand and said the Commission could set the ch. 10 station's license application for a hearing on the charges.

At one point, Judge Prettyman spoke of having a master appointed by the court to conduct a fact-finding hearing on the charges.

House Passes Moss Amendment For Wider Information Access

A blow in the continuing battle of broadcasters and press for greater access to government information was delivered by the House last week as it passed and sent to the Senate an anti-secrecy bill, drafted by the Government Information Subcommittee under chairman John E. Moss (D-Calif.), to eliminate a century-old law as authority for withholding government information.

Opposition of some Republicans to the bill was strenuous but ineffectual. At one point Rep. Clare E. Hoffman (R-Mich.) declared that the bill was unconstitutional and backed by the "newspaper lobby . . . all powerful."

A Senate companion bill to the House-passed measure was discussed in a one-day hearing last week before the Constitutional Rights Subcommittee under Sen. Thomas C. Hennings Jr. (D-Mo.).

AFFILIATES BUTTRESS NETWORKS

- **Special committee spokesmen heard in Washington**
- **Testify Barrow recommendations would hurt stations**

Witnesses representing practically all the affiliates of ABC-TV, CBS-TV and NBC-TV last week defended the option time, must-buy and other practices of the three television networks in testimony before the FCC in the Barrow Report hearings. Their position: Not only are most of the practices condemned by the Barrow Report good for the networks, but also for the affiliates.

On the stand were four representatives of the ABC-TV Affiliates (Tuesday), five spokesman for the CBS-TV Affiliates (Tuesday-Thursday) and six members of the NBC-TV Affiliates (Thursday-Friday) (also see AT DEADLINE). Their affiliate's presentations indicated they felt that the present system makes for healthier and more competitive networking—and thus healthier affiliates—and, conversely, that many of the Barrow proposals would restrict the well being not only of the networks but also the affiliates.

The last session of the FCC hearings before the NAB Convention will be held tomorrow (Tuesday) with testimony from Richard A. Moore of KTTV (TV) Los Angeles, the independent station operator who delivered the first massive attack against option time, must-buy and other network practices and charged networks with violation of the antitrust laws.

Attending the sessions last week were FCC Chairman John C. Doerfer and Comrs. Robert T. Bartley, Robert E. Lee, T.A.M. Craven and Rosel H. Hyde. Comr. Hyde was absent because of his father's death (story page 54). Interrogating the witnesses last week were Herbert Schulkind, assistant chief of the rules and standards division, and Robert Rawson, chief of the hearing division, Broadcast Bureau.

Two witnesses proposed by the CBS-TV Affiliates were not called: Carter M. Parham, WDEF-TV Chattanooga, and William B. Quarton, WMT-TV Cedar Rapids, Iowa. Neither had a prepared statement and was not called upon for that reason.

WITNESS: ABC-TV AFFILIATES

Alexander C. Keese, managing director of WFAA-AM-TV Dallas, led off as chairman of the ABC-TV Affiliates Assn.'s Select Committee formed to offer testimony on the Barrow Report. Mr. Keese said the group represents 71 tv stations, all ABC-TV primary affiliates with the exception of Westinghouse's WJZ-TV Baltimore, Scripps-Howard's WCPO-TV Cincinnati and WEWS (TV) Cleveland; WTVR (TV) Richmond, WHDH-TV Boston, WHTN-TV Huntington, W. Va., and KGUN-TV Tucson, Ariz.

The ABC-TV group opposed prohibition of option time and publication of affiliation contracts; called for five-year network affiliation contracts; opposed a return to the Avco procedure in station transfers; opposed the proposed placement of network programs on other than the affiliate station; objected to publication of ratemaking procedures; favored resolution of FCC dockets on AT&T rates and private inter-city relays, and opposed a system of fines and forfeitures for licensees.

Mr. Keese described how ABC-TV affiliates went through a period of scarcity in network programs before the ABC-United Paramount Theatres merger. ABC-TV affiliates are just beginning to enjoy the fruits of healthy competition, he said, and they fear any tampering with the present rules will destroy the progress they and ABC-TV have made.

Joseph C. Drilling, vice president and general manager of KJEO (TV) Fresno, Calif., a uhf outlet which competes with a vhf, KFRE-TV (CBS), and another uhf, KMJ-TV (NBC), objected to making affiliation agreements public because, he said, this would cause KJEO's private contracts to become standardized and the station would lose its incentive to excel. He felt publication of network rate-making procedures would place KJEO in a "subordinate position" to ABC-TV.

Mr. Drilling thought a requirement that a network offer its programs to a non-affiliate, at advertiser request, would make the affiliate "afraid" to refuse a network program even for a local public interest matter. On option time, he said that the practice "should not be molested, particularly during a period of decline in the economy.

Charles B. Britt, executive vice president and general manager of WLOS-AM-FM-TV Asheville, N. C., told the FCC that although he is selling his interest in the outlets, he intends to remain in broadcasting and his sentiments against the Barrow Report recommendations remain the same.

In favoring the Barrow Report proposals on AT&T rates and private inter-city relays, he found it difficult to understand why WLOS-TV has to pay $4,500 monthly for interconnection when the facilities can be bought for $40,000 and installed for $20,000 with a life expectancy of eight years.

Mr. Britt felt that implementation of the Barrow Report's recommendations on transfer of stations—a comparative hearing

ABC-TV AFFILIATES *who presented testimony opposing Barrow Report proposals before the FCC last week were (l to r) Joseph C. Drilling, KJEO (TV) Fresno, Calif.; Martin Umansky, KAKE-TV Wichita, Kan.; Charles B. Britt, WLOS-TV Asheville, N. C., and Alexander C. Keese, WFFA-TV Dallas, who headed ABC-TV affiliates special testifying group. The ABC-TV witness took the stand Tuesday to lead off the full four days of testimony from the three tv networks.*

NBC-TV AFFILIATES *testifying at the Barrow Report hearing were (l to r) Jack Harris, KPRC-TV Houston, head of NBC-TV Affiliates' special group offering testimony; William C. Grove, KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Edward C. Lambert, KOMU-TV Columbia, Mo., U. of Missouri commercial tv outlet; Harold Essex, WSJS-TV Winston-Salem, N. C., and Bernard C. Barth, WNDU-TV South Bend, Ind.*

CBS-TV AFFILIATES *offering their views on Barrow Report proposals last week gather outside FCC hearing room. They are (l to r) F. Van Konynenburg, WCCO-TV Minneapolis; Carter M. Parham, WDEF-TV Chattanooga; William B. Quarton, WMT-TV Cedar Rapids, Iowa; F. E. Busby, WTVY (TV) Dothan, Ala.; John S. Hayes, WTOP-TV Washington and WMBR-TV Jacksonville, Fla., chairman of CBS-TV Affiliates testifying task force; H. Moody McElveen Jr., WNOK-TV Columbia, S. C., and Murray Carpenter, WTWO (TV) Bangor, Me. Messrs. Parham and Quarton were not called upon to testify.*

to accommodate other would-be purchasers and sale on a cash basis—would tend to prohibit his return to broadcasting because he would not be able to compete successfully with well-financed interests in acquiring another station.

Martin Umansky, vice president and general manager of KAKE-TV Wichita, said his station was unsatisfied with ABC-TV programming for 8:30-9:30 p.m. during one evening of the week and substituted a feature film to meet competition. But, he said, KAKE-TV is ready to accept ABC-TV programming for that period when its offering becomes competitive with CBS and NBC programs for that period. He said ABC-TV programs have helped the station become the No. 1 station in the market, based on ARB ratings.

Mr. Umansky objected to publication of data on network compensation to KAKE-TV, because, he said, formal public disclosures could "sterilize" the competitive efforts of stations in dealing with the networks.

He felt that networks are becoming more and more equalized and that "in the near future" the most successful station in a market will not be the one which can boast of having a particular network, but the one which "does the biggest job locally."

WITNESS: CBS-TV AFFILIATES

John S. Hayes, president of the Washington Post Broadcast Div. (WTOP-TV Washington, WMBR-TV Jacksonville, Fla.), opened testimony for the CBS Television Affiliates' Special Affiliates Committee, of which he is chairman, formed to testify on the Barrow Report.

Mr. Hayes acknowledged that while an affiliate would have an incentive to clear CBS-TV programs without option time, the network needs option time to assure the advertiser of a "reasonable expectation" that the network can deliver a nationwide lineup of stations.

He granted that some network programs would not be on WTOP-TV were it not for option time. Broadcasters can "rationalize and justify short term advantage as well as anyone else," he said in noting that in a given segment WTOP-TV can produce more revenue from a non-network sale than from a network sale. But without option time there would be a gradual breakdown of the network's ability to assure a nationwide lineup because every broadcaster would vary in his pattern of acceptance of network programs so that eventually enough affiliates would reject enough network programs to raise havoc with the national lineup.

Mr. Hayes acknowledged that neither he, the networks nor their affiliates can furnish concrete proof that removal of option time would dissipate networking. "But we can give you and are giving you our opinion," he said. Those in broadcasting who disagree with this opinion, he said, are perhaps a few unaffiliated stations and "some spot representatives who have watched their sales skyrocket from the sale of adjacencies to popular network programs, but who are apparently willing to kill the goose that lays their golden egg."

F. Van Konynenburg, executive vice president and general manager of WCCO-AM-TV Minneapolis, attacked proposals for prohibition of must-buy lineups, publication of rate criteria, filing of affiliation criteria, publication of affiliation contracts, recommendations against longer affiliation contracts, and recommendations for placement of a network's programs on stations with which it is not affiliated if the advertiser so desires.

On must-buys, he said the report urges the FCC to substitute its judgment for the business judgment of the networks in an area where no adverse effect on the public interest has been shown. On publication of rate criteria, Mr. Van Konynenburg said network and station figures may be different because of engineering contours, overlap of affiliates and use of different statistical methods by station and network. The resulting conflicting data would handicap the affiliate in getting national and local business and handicap the network in competition with other media, he said.

Mr. Von Konynenburg said the recommendation on filing of affiliation transactions and others would amount to government intervention in private business and affiliates feel this would be a governmental step toward taking over direction of the affiliation process. He objected to a proposal to require the network to offer a program not cleared by its affiliate to a non-affiliate if the advertiser wishes, saying this would give the advertiser the only voice.

Francis E. Busby, executive vice president and general manager of WTVY (TV) Dothan, Ala., told the FCC of the benefits his station has received from CBS-TV's Extended Market Plan (EMP) and Extended Program Service Plan (EPS), the first under which CBS offers EMP stations (those in small markets not ordered by the advertiser) to the advertiser in a group at a substantial discount and the second under which such stations in small markets are permitted to carry certain network programs live with commercials deleted and public service or promotional messages substituted.

Mr. Busby felt that EMP not only has provided revenue to this small market station but that EMP and EPS have provided attractive programming which has enabled the station to sell adjacencies to these programs. Any weakening of the network through prohibition of option time

TALK! TALK! TALK! TALK!

"WASHINGTON IN A WORD" Number 2, by Robert Osborn

Historians have yet
to record
a shortage of talk in
Washington, D. C. . . .
of either the small
or big variety.
Finding listeners is
quite another
matter. That's the
forte of WTOP RADIO,
the most-listened-
to station in
all Washington.

WTOP RADIO

An affiliate of the
CBS Radio Network
Operated by the Washington
Post Broadcast Division

Represented by
CBS Radio Spot Sales

Designer: Irving Miller

JAN. 1958 PULSE DEC.-JAN. 1958 NIELSEN

and must-buys and other proposals, he felt, also will weaken WTVY.

H. Moody McElveen Jr., vice president and general manager of WNOK-TV Columbia, S.C., a uhf station, opposed the option time and must-buy proposals in the Barrow Report, saying CBS-TV programming is the "backbone" of the station's schedule and its future service to the community depends on the continued well-being of the network. Mr. McElveen also cited benefits under CBS-TV's EPS. "In our continuing struggle for survival [against a vhf competitor], our CBS Television affiliation has been perhaps our most valuable asset," he said.

Murray Carpenter, president and treasurer of WTWO (TV) Bangor, Me., felt that without option time there would be fewer network programs for WTWO to solicit; many advertisers sponsoring network programs would be the "spot" type, buying markets at random and probably would not be interested in Bangor.

While option time isn't necessary in Bangor, he said, it is necessary for clearance in larger markets to assure a nationwide lineup. A national lineup, in turn, is necessary for WTWO because otherwise WTWO would never have a chance to persuade the advertiser to include the station on his list.

Mr. Carpenter, who has made arrangements to sell his interest in WTWO, objected to the recommendation asking a return to the Avco rule on station transfers. He felt it would discriminate against those who do not have substantial capital, would hamper settlement of estates involving broadcast properties, force unwanted relationships in partnerships and other joint ownerships and encroach on free enterprise. FCC can handle any "trafficking" problems through existing procedures, he said.

WITNESS: NBC-TV AFFILIATES

Jack Harris, vice president and general manager of KPRC-AM-TV Houston and chairman of NBC-TV Affiliates' special committee for Barrow Report testimony, was the first of the NBC affiliates to testify. The group opposed most of the Barrow recommendations and Mr. Harris said about 99% of the 200 or so NBC-TV affiliates go along.

He charged the Barrow Report does not consider whether the recommendations will increase or reduce the quantity of tv service and said reduction "may occur." The lack of findings by the Study Staff on the quality of programming, he said, was "a fatal omission."

Mr. Harris criticized the Barrow Report's conclusions on option time, especially the speculative aspects. He said the "restraint" option time creates is the minimum needed "to keep the wheels in motion." Option time has caused no shortage of Class A time for local, regional and national spot advertisers, he said. The abolition of option time to give independent program producers more opportunity to compete with network programming, he said, would be an attempt to "rig the market in favor of inferior goods."

He cited a Jan. 5-Feb. 2 ARB report in the Houston market which indicated network programs' share of audience was 212% higher than a list of competing syndicated film programs. Network programs and those placed on networks by independent producers are generally better than syndicated films, he said, because more budget is devoted to quality of product and less to sales and distribution.

The Network Study Staff, Mr. Harris said, has "made what they used to call a calculated risk—the staff makes the calculations and we take the risk."

Lawrence H. Rogers, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., testified against Barrow Report proposals that the FCC should inquire into the network practice of discussing with affiliates the granting of affiliation to other stations and should determine whether it is a violation of FCC rules for a network to discuss with affiliates the proposed placement of network programs on non-affiliated stations.

Mr. Rogers said that such discussions with networks are necessary for the improvement of programming; that he had held discussions with NBC about two prospective affiliations including overlaps with WSAZ-TV coverage; that the station had voiced no objection to the affiliation provided it was credited with its "actual share" of circulation in the overlap areas. But if WSAZ-TV had not been able to discuss the matters, "we would not have been so agreeable about the matter," he said.

Mr. Rogers said if a network show were offered to both WSAZ-TV and a competing station, he would cancel the program on public interest grounds. In the case of a network program not carried by the affiliate, Mr. Rogers said, a considerable degree of judgment must be exercised by the stations, the networks and the sponsors and in each case the affiliate is the key to the problem. To cut the communication between the affiliate and his network "would act merely to throw sand in the machinery," he said.

Harold Essex, executive vice president, treasurer and general manager of WSJS-AM-FM-TV Winston-Salem, N. C., centered his fire on proposals asking publication of or filing by networks of affiliation and rate information. These proposals would be the first step toward a common carrier type of regulation over day-to-day business dealings between networks and their affiliates, he said.

WSJS-TV's unduplicated network circulation is smaller than its full circulation because of overlap with NBC affiliates in Charlotte and Roanoke, he said. Publication of this data would influence many timebuyers and sponsors "who ought to know better" and the result would be lower national spot rates or fewer sales for WSJS-TV. Publication also might tend toward rate uniformity and thus reduce competition among networks, he added. This type of regulation also would add to the FCC workload, he said, and publication would release business secrets to the public.

Dr. Edward C. Lambert, assistant to the president of the U. of Missouri in charge of radio and tv, professor of journalism at the university's School of Journalism and overseer of the university's KOMU-TV Columbia, commercial tv outlet, delivered an attack at the Network Study Staff's investigative and research techniques. He felt there was a pre-conceived theory that networks are not squarely competitive with other media and at conclusions that the small number of networks tend to produce a lapse of competition among themselves.

Dr. Lambert said he is skeptical of conclusions reached by the Study Staff from talks with officers of six advertising agencies, the identities of which were withheld by request. The conclusions reached, he said, indicate that the Study Staff didn't feel other ad media are substitutes for tv and that, therefore, there is little competition between tv and other media. He charged such conclusions were based on "inadequate factual support," because of the interview techniques.

If conclusions had been based on reality instead of theory, he said, the Report would have found that "there is hard and continuous competition" among network tv, spot tv, network and spot radio, magazines, newspapers and other media.

Thus, he said, he believed many Barrow Report conclusions, particularly on option time, are based on the feeling tv and the entities within it can be cut down and weakened in the interest of intra-media competition without fear of impairing tv's ability to compete with other ad media.

He charged that no study was made on competition among the three networks, although competition is becoming hotter and hotter as ABC-TV becomes more of a factor in network tv.

William C. Grove, treasurer and general manager of KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb. (satellite of KFBC-TV), said on behalf of NBC-TV affiliates that a network should not be required to accept a smaller must-buy list than it desires nor should the FCC, at any time in the future, regulate the minimum buy amount. Without large network must-buy lists, Mr. Grove said, a sponsor is unlikely to buy the two (combined) small markets delivered by KFBC-TV and KSTF. He felt it would be impossible for either of the two stations to exist alone.

Mr. Grove felt the Barrow Report's multiple ownership proposals would tend to prevent further development of tv service in present white areas and areas without local service.

Bernard Barth, vice president and general manager of WNDU-TV South Bend, Ind., commercial outlet owned by the U. of Notre Dame, testified against the Barrow Report's recommendation that when an affiliate does not clear a program, the network should undertake to place it on another station in the community if the sponsor chooses. He felt such a rule would penalize the affiliate for exercising its right to refuse to clear a program. It also would force stations into premature clearance, he said, since under present rules the network will wait "as long as necessary" to allow the station to clear, while under the pro-

Hitch **YOUR** Wagon to the Star stations and Watch Your Sales GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

FIRST and Getting FIRSTER all the time

KOIL No. 1
A Vital Force in Selling Today's OMAHA

KMYR No. 1
A Vital Force in Selling Today's DENVER

Check the RATING of Your Choice
Your STAR STATION is a MUST BUY Station!

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

posed rule the station "might be faced with immediate sponsor demand that the network place the program on another station, even if the affiliate temporarily offered other time pending clearances."

On the Barrow proposal to prohibit network influence on non-network rates, Mr. Barth said there "already is a rule on the books which forbids this. . . . Therefore, we feel that adoption of any new rules would only serve to clutter the books."

He also testified against a proposal to prohibit attempts by networks to use network rates as an influence on a station to secure clearances. Although he felt WNDU-TV would not accept "inferior" programming in the hope of getting higher rates, he thought networks should be "free to negotiate for clearances through compensation arrangements and, it follows, rate adjustments."

FCC Acts on Labor Complaint That NAM Paid for DuMont Film

Who sponsored the tv films of the Senate Labor-Management Committee hearings on the Kohler strike?

That was the question the FCC put to DuMont Broadcasting Corp. last week in connection with the complaint of the AFL-CIO that the National Assn. of Manufacturers underwrote the cost of distributing kinescopes of the March hearings into the United Auto Workers strike against the Kohler Co. in Sheboygan, Wis., to 27 tv stations—and that the stations failed to tell viewers who was paying for the films.

The Labor Committee hearings were covered live by DuMont's WTTG (TV) Washington. The Commission said that it understood DuMont tried to sell a daily condensation to stations, but that there were no takers. Then, the Commission said, it understood NAM underwrote the summaries and WTTG shipped them to a list of interested stations—the list supplied by NAM.

The Commission called attention to various regulations requiring identification of who was paying for programs on the air, and also the requirement that political or controversial programs be so identified.

FCC requested an answer by April 28.

Piedmont Sues Pickford, Rogers

Mary Pickford and Buddy Rogers were sued last week to force them to sell their interest in a North Carolina tv station. The suit was filed in Los Angeles Superior Court by Piedmont Publishing Co. (*Winston-Salem Journal* and *Twin City Sentinel*). It asked that Miss Pickford and Mr. Rogers (husband and wife) be forced to accept $126,812 for their one-third interest in Triangle Broadcasting Corp., licensee of WSJS-TV Winston-Salem. Piedmont said that when Mr. and Mrs. Rogers bought their interest in 1953 (following a merger agreement), the purchasers agreed to give Piedmont an option to repurchase within six years. The Rogers' paid $50,000 for this interest, Piedmont said, and have refused to sell. The Rogers' just bought KFBI Wichita, Kan., for $450,000 [CHANGING HANDS, April 9]. Piedmont also owns WSJS-AM-FM.

TEETH FOR PLANS TO REVAMP FCC

A bill (HR 11886) designed to put teeth into recommendations made by the House Legislative Oversight Subcommittee in its interim report on the FCC [LEAD STORY, April 7] was introduced last week by subcommittee Chairman Oren Harris (D-Ark.).

Also last week, Rep. Henry S. Ruess (D-Wis.) introduced an all-encompassing measure (HR 11893) which, among other things, spells out an FCC code of ethics and authorizes the Commission to award a tv grant to the highest bidder among equally-qualified candidates.

The Harris measure would amend the Communications Act to (1) require the FCC to adopt a code of ethics, published in the *Federal Register* within six months after congressional approval of the bill; (2) prohibit the acceptance of honorariums by commissioners; (3) prohibit *ex parte* contacts in any case of adjudication, and (4) give to the President the power to remove a commissioner "for neglect of duty or malfeasance in office, but for no other cause."

The bill carries out principal recommendations made in the highly critical report, released after seven-weeks of hearings into the FCC and its grant of ch. 10 Miami to National Airlines.

Major provisions of the Reuss bill, some of them overlapping the Harris measure would (1) prohibit the acceptance of honorariums; (2) provide that "neither membership nor nonmembership in any political party shall be a criterion for selection" to the FCC (present requirement is that not over four members from any one political party may be commissioners); (3) boost the salaries of commissioners from $20,000 to $22,000 and of the chairman to $22,500; (4) incorporate a seven-point code of ethics for commissioners and employes of the FCC.

Also (5) require that applications for permits and licenses be graded on three priority categories, with a grant going to the highest-bidder among equally-qualified applicants of the same priority group; (6) place responsibility on the Commission for notifying all interested parties of protests; (7) provide "that where a person in a higher priority classification under the priority categories [above] is willing to make an offer as advantageous as that of the proposed transferee or assignees, the transfer to the proposed transferee or assignee shall not be approved; (8) outlaw *ex parte* contacts with commissioners or staff, and (9) extend commissioners terms of office from seven to 14 years.

Under the priority category, the FCC would be required to give an applicant predominantly locally owned and with no other communications properties a first priority rating. Predominantly locally owned applicants owning other broadcast properties or newspapers would be placed on the second priority level, while all other applicants would receive third priority.

In the case of a grant being sold to the highest bidder, the money would go into the U. S. Treasury instead of the FCC.

Community to Get Toledo Ch. 11, Beaumont Ch. 6 Grant Affirmed

The FCC last week directed preparation of a document granting the application of The Community Broadcasting Co. for a new tv station on ch. 11 Toledo, Ohio, and denying competing applications of Great Lakes Broadcasting Co., The Toledo Blade Co., Unity Corp. Inc., The Citizens Broadcasting Co., Maumee Valley Broadcasting Co. and Anthony Wayne Television Corp.

At the same time, the Commission by a supplemental decision affirmed the existing grant of Beaumont Broadcasting Corp. for ch. 6 KFDM-TV Beaumont, Tex., and denied the competing application of The Enterprise Co. After a remand of the case from the U. S. Court of Appeals for D. C., Examiner Annie Neal Huntting had proposed granting ch. 6 to The Enterprise Co. [GOVERNMENT, April 1, 1957]. Comrs. Robert Bartley and Frederick Ford did not participate in this affirmation of KFDM-TV's existing grant.

The Commission also last week granted a construction permit for a new tv station on ch. 19 in Oklahoma City, to be owned by Malco Theatres Inc. Another new permittee; the U. of Florida, acquired an FCC grant for an educational outlet on ch. 5 in Gainesville.

Comr. Rosel Hyde did not participate in these tv grants as he was attending the funeral of his father, George T. Hyde, in Idaho (see page 54).

For other broadcast actions of the FCC last week see FOR THE RECORD, p. 121.

FTC Cites Deceptive Ad Claims In Charge Against Rayco Mfg.

The Federal Trade Commission in a formal complaint has charged Rayco Mfg. Co. (auto seat covers, convertible tops), Paterson, N.J., with deceptive advertising practices on radio-tv and in newspapers. Rayco uses spot on broadcast media.

The FTC complaint alleges that Rayco furnishes the challenged advertising material to more than 100 stores franchised to sell its products. Among claims cited as deceptive: advertised "sacrifice" prices, statements that the product is made to order for the buyer's car, that Rayco covers and tops were awarded a Fashion Academy seal in a competition for beauty and styling, that the U.S. Testing Co. found the product more durable than others and granted a seal of approval for that reason and that dealers had more than 4,000 seat covers on hand for an advertised sale.

Rayco has 30 days to answer the complaint, which will be heard June 11 in New York. The advertiser has announced a new $2 million media budget, allocating 60% to radio-tv (see page 35).

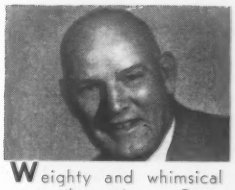
Alabama's Oldest Station
Alabama's Newest Programs

Leland Childs . . .

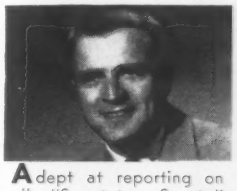
Thousands of Alabama folks are members of a happy group known as "The Early Risers' Club." Popular Leland Childs is host to club members bringing them favorites in popular recorded music, interesting anecdotes and latest news and weather headlines. All this makes "getting up" a cheer instead of a chore as 300 or so calls from all parts of the county to Leland per day attest.

Later in the day, Leland returns to emcee the "Hi Neighbor Show." In his most "neighborly" fashion, Leland swaps patter and introduces "live" music by Alabama's top folk music group, the Willis Brothers.

Leland's easy-going manner and homespun humor make this radio veteran a big favorite with local audiences. Your clients' products will be big favorites, too, when they are endorsed *and sold* by Leland!

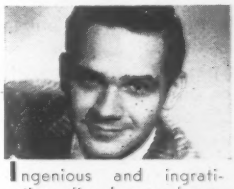


Weighty and whimsical are the views Dave Campbell airs on "Dave Campbell Speaking," leading to varied listeners' comments as "The People Speak."



Adept at reporting on all "Spectator Sports," Tom Hamlin is proud to be the fellow who calls the football games for the nation's top team, Auburn.

Pleasing to the eye, Barbara Bender is an equal delight to the ear as she fills her role as co-emcee and vocalist on "Breakfast at the Tutwiler."



Ingenious and ingratiating Jim Lucas charms the ladies on "Breakfast at the Tutwiler," the youngsters on "Teentime," and all ages on "Funfare."

RADIO sets tuned to Owen Spann "The Morning Man" and to "Spannland" deliver the latest music, weather information, and news in a humorous vein.

WAPI Birmingham

The **NEW** Voice of Alabama

sister station to **WABT,** Alabama's **B**est in **T**elevision

Represented nationally by
HENRY I. CHRISTAL

Explain Toll Campaign, FCC Asks Broadcasters

The FCC last week asked the three tv networks and about 11 tv stations to explain how they handled the campaign which resulted in a barrage of thousands of anti-pay tv letters and post cards to senators and congressmen from people all over the country.

The Commission's letter was based on complaints from senators and congressmen, from members of the public, and from Skiatron Electronics & Television Corp.

The letter said the complaints alleged that the networks and affiliated stations gave the public "a partisan or one-sided presentation of the issue" and that the programs were "deliberately and cleverly designed to leave the public with the impression that the public would have to pay for all television programs, including those they now see free, if subscription television were authorized."

The complaints also averred, the Commission said, that the programs were so timed that proponents of pay tv could not have gotten their side of the controversy to the public in time to counteract the alleged misinformation.

The Commission called attention to its Report on Editorializing which held that although stations had the right to editorialize, they also are under the obligation to be fair and to make available their facilities for the other side of a controversial question.

The network and station editorials on pay tv came in December and January when both the Senate and House Commerce committees were considering the subject.

The Senate committee has passed a resolution expressing its opposition to on-the-air pay tv; this has not yet been acted on by the full Senate.

The House committee formally passed a resolution asking the FCC not to take any action on pay tv until it had completed its consideration of bills which would prohibit pay tv on broadcast frequencies.

The question of pay tv editorializing was raised last month in the license renewal application of WABT (TV) Birmingham, Ala. This was due to the fact, it is understood, that this station's license expired April 1. As of now WABT is operating on a deferred status.

Hearings Start This Week On Alcohol, ETV Measures

Two hearings are scheduled this week on broadcasting measures by the Senate Interstate & Foreign Commerce Committee. Testimony will be taken tomorrow (Tuesday) and Wednesday on a bill (S 582) which would prohibit the advertising of alcoholic beverages in interstate commerce. Thursday and Friday the committee will take up S 2119, which would appropriate up to $1 million to each state for educational television.

From 25-30 witnesses are scheduled to testify Tuesday in favor of S 582, introduced by Sen. William Langer (R-N. D.). Among the prominent witnesses will be the Rev. Dr. Norman Vincent Peale and Rep. Brooks Hays (D-Ark.), president of the Southern Baptist Convention. Several other favorable witnesses will include members of various church and temperance organizations.

Opponents of the measure, including brewry association; labor unions; printing, magazine and newspaper associations, the American Legion and others will testify Wednesday.

FCC Comr. T. A. M. Craven will be the first witness on the educational tv bill, introduced by Committee Chairman Warren Magnuson (D-Wash.). He will be followed on Thursday and Friday by various educators and broadcasters.

Community Tv Killed KGEZ-TV, Operator Complains to Magnuson

Refusal of the FCC to regulate community antenna systems forced KGEZ-TV Kalispell, Mont., to go off the air, Frank Reardon, station operator, wrote last week in a complaint to Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee.

Mr. Reardon added that FCC has affirmatively aided community antenna systems "by granting them microwave frequencies with which to import the signals of distant metropolitan stations." He said operation of his tv station in a city of 15,000 was difficult under optimum conditions but the community antenna competition forced him to cease operation. He said over 2,000 homes have a cable system in Kalispell and the KGEZ-TV signal was not included in the cable service. This meant, he said, that a viewer would have to disconnect the cable and install a rabbit-ear antenna to receive KGEZ-TV.

New Decision Favors Texas Tech. For Disputed Lubbock Ch. 5

Texas Technological College moved a step nearer possession of ch. 5 in Lubbock, Tex., with FCC Hearing Examiner Millard F. French's supplemental initial decision last week to grant the college's application for the outlet. An initial decision last September had proposed grant of the channel to the college. The subsequent proceeding was to determine certain other matters, including full facts and circumstances surrounding the agreements of ch. 11 KCBD-TV and ch. 13 KDUB-TV, both Lubbock, to donate funds to the college "for the securing and constructing of its proposed television station," and facts concerning dismissal last spring of the application of C. L. Trigg for ch. 5, "under an agreement whereby the college allegedly reimbursed Mr. Trigg in part for his expenses in the amount of $25,000."

Comr. Hyde's Father Dies

George T. Hyde, 91, father of Comr. Rosel Hyde, died April 13 in Downey, Idaho, a town which he helped to found decades ago. Mr. Hyde is survived by his wife, one brother, two sisters, five children, 18 grandchildren and 17 great-grandchildren. The funeral was held last week in Downey.

MOVIE PLOWBACK WATCHED BY WALL ST.

- **Use of tv film monies noted**
- **Expected use: bolster output**

Wall Street advisers now believe that certain cash-hungry Hollywood studios are eyeing proceeds from the sale to tv of pre-1948 product as a means of building up new motion picture production [CLOSED CIRCUIT, April 14].

In its "value line" investment survey, Arnold Bernhard & Co., New York, an investment advisory firm, emphasizes this development. That this application of proceeds from motion picture sale to tv was not quite what some Wall Street people, notably Bernhard, expected is evidenced by the Bernhard comment on Paramount Pictures Corp. The investment advisory firm notes that Paramount "reasonably" might have been expected to apply part of the cash return on the library sold to MCA earlier this year to reacquire its own common shares. (By this practice, cash is used to reduce the number of outstanding shares and thus narrow the profit spread, that is "increase the effective earning power of each of the remaining shares.")

Paramount sold its pre-1948 feature library for $50 million. Of that total, approximately $10 million in cash is to be received this year (or $7.5 million after income tax on the capital gain). Paramount, according to the Bernhard report, will apply $2.5 million or more to retire long-term debts and less than $5 million of the cash remaining added to working funds.

As explained by the report: Paramount President Barney Balaban has announced an expanded production program—"This represents a major change in company policy." Now, predicts Bernhard, "to finance a 'broad program of outstanding attractions,' the company will probably have to conserve its cash resources until additional proceeds from the library sale are received."

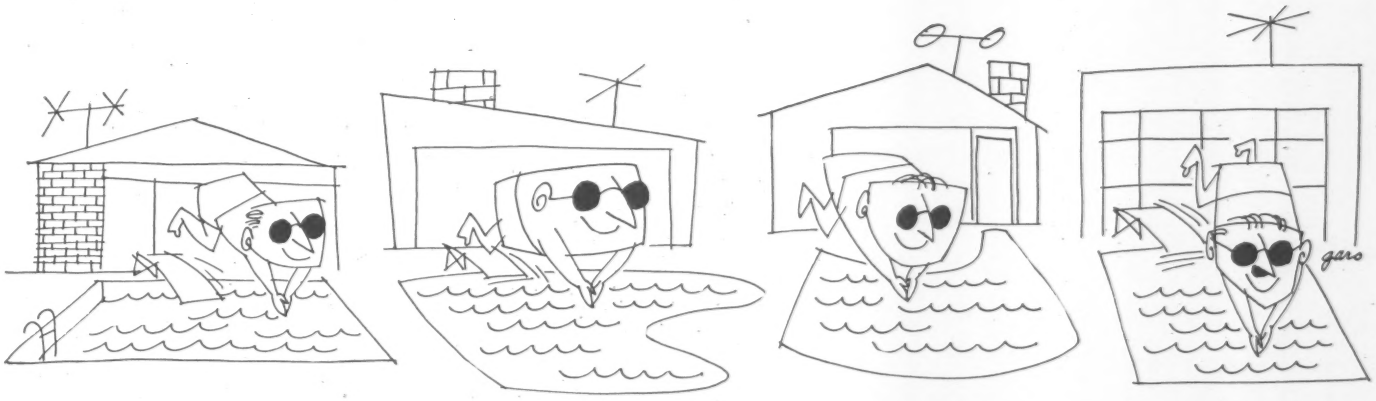
NTA Reports 18% Increase

National Telefilm Assoc., New York, last week reported that total contracts written by the company for the first six months of its current fiscal year, ended Jan. 31, amounted to $8,528,651. The figure was said to be an increase of 18% over the $7,178,392 for the corresponding period of last year. Gross income for the six-month period was placed at $7,962,992, compared with $4,511,670 in the same period a year ago, and income before amortization and federal income taxes was reported at $5,588,639, as against $2,711,438 for the previous corresponding period.

Loew's Earnings on Way Up

Loew's Inc., MGM-TV's parent and a sufferer of financial woes, reports its bootstrap operation is beginning to pay off. The company shows a new profit of $1.8 million, or 34 cents per share on more than 5.3 million shares, for its second quarter of the

ANGELENOS



ARE DIFFERENT...

They like to swim in their own backyard. Nearly half of all swimming pools in America are in the Los Angeles Metropolitan Area.* And 60% of all new multiple dwelling construction in that area last year included swimming pools for the occupants.

SO IS KRCA! It's the one station that's suited to the Los Angeles swim. That's why OASIS CIGARETTES used KRCA *exclusively* to make their initial plunge in the pleasure-minded Los Angeles market.

KRCA CHANNEL 4 • LOS ANGELES • SOLD BY NBC SPOT SALES

*Los Angeles and Orange Counties. Incidentally, KRCA sells in 2,300,000 TV homes in *five* Southern California counties.

current fiscal year (ending Aug. 31). In its first quarter, Loew's lost $1,290,849 or 24 cents per common share. Earnings for the first 28 weeks of the Loew's fiscal year now stand at $509,000, a sharp but favorable reverse trend for Leo the Lion's fortune.

Third Post-'50 Packet Readied by UA-TV

A third United Artists television film package of post-1950 will be offered next Monday, when UA-TV opens its NAB hospitality suite at the Los Angeles Statler. Release of these new films-to-tv is expected to confound the skeptics who believed UA-TV had exhausted its available supply of post-1948 product.

Just how UA-TV has managed to resolve the apparent conflict of interest arising out of releasing theatrical films to tv that still had considerable box office potential left was not made clear by the film company's tv syndication arm. Earlier this year, it looked as if UA-TV would be forced to apply the brakes on its fast-expanding business following the public charge to film companies by Paramount's Barney Balaban to "hold the line at '48" [FILM, Feb. 17].

It's understood that more than 39 films will be sprung next week, and that a number of them will be as recent as 1956.

UA-TV's post-'48 business also may be extended to embody those independently-produced films that first saw the light of day without benefit of UA distribution. That much seems indicated by the fact that two of the seven films comprising the recently-issued "Lucky 7" packet were produced under the aegis of RKO and distributed theatrically by that company. Asked to Comment, UA-TV Sales Manager John Leo said: "Sure, we're always looking for new product, but we won't take on just any film." He said non-UA films must meet "certain standards."

Meanwhile, UA President Arthur B. Krim last week issued a "progress report." He disclosed that 1957 UA earnings broke all records established over the past 39 years, that UA last year increased its gross revenues by $5.8 million to a new total of $70,008,242 and that first quarter revenues for 1958 were "running ahead" of the $14,389,000 grossed during 1957's first quarter. He did not break down earnings into theatrical and tv film business. However, it has been confirmed that UA-TV syndication business is well along toward its first $8 million since releasing its first grouping ("The Top 39") in August 1956. With 100 post-1948 films sold in approximately 100 national markets, UA-TV hopes to hit $10 million by Dec. 31 with its "Big Surprise."

Lichtenstein Joins NTA

Appointment of Irv Lichtenstein as director of exploitation for National Telefilm Assoc.'s owned and operated stations is being announced today (Monday) by Ted Cott, vice president in charge of NTA's broadcasting properties. Mr. Lichtenstein formerly was director of promotions and exploitation for ABC Radio, earlier had been vice president in charge of publicity, promotion and sales promotion, WWDC Washington.

WXYZ INC. STARTS $4 MILLION BUILDING

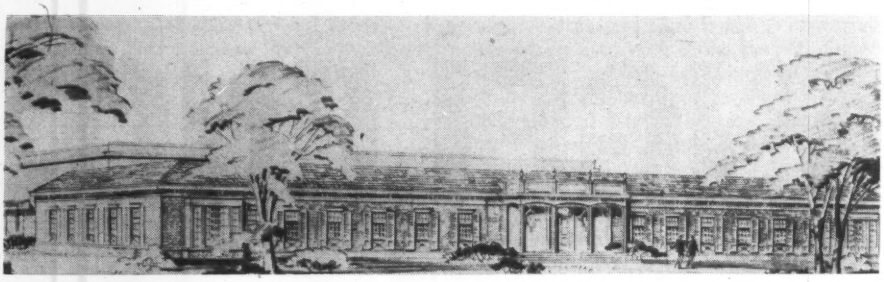
Plans for a new $4 million plant to house all facilities of WXYZ-AM-FM-TV Detroit were announced last week by James G. Riddell, president and general manager of WXYZ Inc.

Construction is to start within weeks at a 93-acre site on Ten Mile Road in Southfield Township located just west of Northwestern Highway. Work on a 1,000-ft. television tower already is underway, with two smaller towers being built for WXYZ-AM-FM. Although it is expected to take approximately a year to finish the complete plant, WXYZ plans to start transmitting from the new site by this fall.

The move will bring together studios and offices now located at three addresses. Television studios are in the Maccabees Bldg., executive offices in the Michigan Mutual Bldg. and radio studios at Greenfield and Joy Rds.

Studio and administrative operations are to be housed in one two-story building, 200x180 ft. A large farm home on the property will be remodeled for an employe cafeteria, other offices and facilities. The Austin Co., is handling the WXYZ Inc. construction.

The Detroit stations are owned by American Broadcasting-Paramount Theatres Inc.



CONSTRUCTION *on new studios and offices for WXYZ-AM-FM-TV Detroit, shown here in architect's drawing, is scheduled to begin shortly. The two-story plant in Southfield Township is expected to be ready for full occupancy by May 1959.*

NTA Negotiating to Broadcast Giants, Dodgers on WNTA-TV

National Telefilm Assoc., New York, is negotiating with several major league clubs in an effort to telecast a group of games involving the San Francisco Giants and Los Angeles Dodgers over WNTA-TV Newark, N. J. (formerly WATV [TV]), the station NTA begins operating on May 7.

Ted Cott, vice president in charge of station operations for NTA, made a veiled reference to the station's plans during a talk before the Sports Broadcasters Assn. last Monday. Later, Mr. Cott was asked to elaborate and he said: "We will definitely have live telecasts of major league ball games on WNTA-TV this year." He declined to amplify.

Approximately 25 games are said to be "firm" and an announcement is being held until a larger number have been acquired. Mr. Cott reportedly is aiming for about 44 games in which the Dodgers and Giants will be the visiting teams.

WHKK Loses on Bell Injunction

WHKK Akron, Ohio, has been denied a restraining order against Ohio Bell Telephone Co. forbidding discontinuance of telephone service for three audience participation shows. The denial returned by Judge Stephen Colopy April 9 in Common Pleas Court reverses a temporary order in WHKK's favor granted the week before [STATIONS, April 14].

At the hearing Ohio Bell engineers testified that 1,859 calls were directed to WHKK lines in a one-hour period, more than the Akron system can handle. Judge Colopy suggested both sides try to find a way to limit calls. Meanwhile, the telephone company is continuing service, WHKK reports.

ASCAP Members Suing KANN

A suit for copyright infringement against San Patricio Broadcasting Co., owner of KANN Sinton, Tex., was filed last week by six members of American Society of Composers, Authors & Publishers. The plaintiffs allege that nine copyrighted songs were performed by the station without authorization and are asking the U. S. District Court for the Southern District of Texas to restrain the defendant from publicly performing the songs in the future, and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

Gilson Formed to Acquire Stations

Lee Gillette and Ken Nelson, phonograph record producers, have formed Gilson Broadcasting Inc., Hollywood, with Frank Carlson, musician.

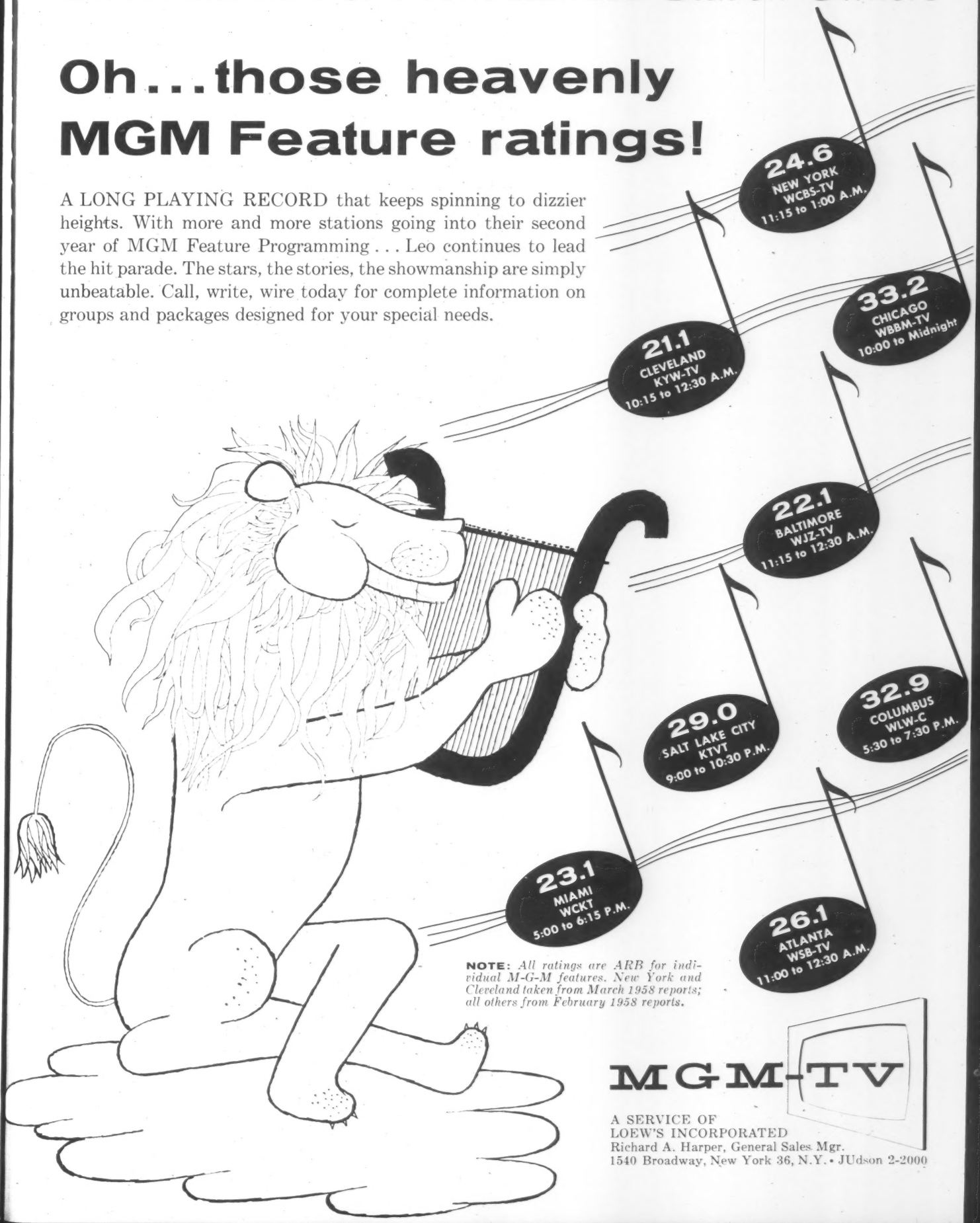
Gilson Broadcasting was formed to acquire am broadcast properties and expects to announce its first operation shortly. The new firm's mailing address is 3111 Floye Drive, Hollywood 46.

Mr. Gillette, president, served with WAAF and WJJD, both Chicago, as program-director and announcer before joining Capitol Records Inc., Hollywood, in 1944. Mr. Nelson was chief announcer at WAAF and WJJD musical director before coming to Capitol in 1949. Mr. Carlson has been with M-G-M Studios for 12 years.

Sweet Music For Profit-Minded Station Owners

Oh...those heavenly MGM Feature ratings!

A LONG PLAYING RECORD that keeps spinning to dizzier heights. With more and more stations going into their second year of MGM Feature Programming . . . Leo continues to lead the hit parade. The stars, the stories, the showmanship are simply unbeatable. Call, write, wire today for complete information on groups and packages designed for your special needs.



NOTE: *All ratings are ARB for individual M-G-M features. New York and Cleveland taken from March 1958 reports; all others from February 1958 reports.*

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED
Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N.Y. • JUdson 2-2000

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sale of station interest was announced last week. It is subject to FCC approval.*

WWGP SANFORD, N. C. • Sold to Frank J. Abbott Jr., a New York public relations executive and son-in-law of *Louisville Courier-Journal* publisher Mark Ethridge, by William B. Horner, publisher of the *Sanford Herald*, for $42,500. The broker was Allen Kander & Co. WWGP operates on 1050 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 121.*

WHK-AM-FM-TV CLEVELAND, OHIO • Sold to DuMont Broadcasting Corp. (Bernard Goodwin, president) by Forest City Publishing Co., for $700,000 [CLOSED CIRCUIT, Feb. 10]. WHK operates on 1420 kc with 5 kw, is affiliated with NBC. WHK-FM operates on 100.7 mc, with 11.5 kw. WHK-TV is the construction permit for ch. 19. The FCC announced that applications for an extension of time to construct WHK-TV and to transfer it to DuMont indicates the necessity of a hearing. Other DuMont Broadcasting stations are WNEW and WABD (TV), both New York, and WTTG (TV) Washington.

KGMC ENGLEWOOD, COLO. • Sold to Robert Bruce McWilliams and Lee P. Mehlig by Grady Franklin Maples and R. B. McAlister for $290,000. Mr. McWilliams is a Denver advertising executive; Mr. Mehlig is general sales manager of KTLN Denver. KGMC operates on 1150 kc, with 1 kw, day.

KNGS HANFORD, CALIF. • Sold to Ellsworth Peck and A. J. Krisik, co-owners of KGYW Vallejo, Calif., for $260,000 by Hanford Broadcasting Co. of California. KNGS operates on 620 kc, with 1 kw.

WHHM MEMPHIS, TENN. • Sold to Cy Blumenthal by Cecil K. Beaver and P. E. Furlow for $140,000. Mr. Blumenthal also owns WARL Arlington, Va., WCMS Norfolk, Va., and KCKN Kansas City, Kan. The FCC recently approved his purchase of WABB Mobile, Ala., and he also has an interest in WROV Roanoke, Va. The station operates on 1340 kc, with 250 w.

Fire Fails to Stop KREX-TV

KREX-TV Grand Junction, Colo., signed on at its normal time last Monday in spite of a fire which gutted its studios. Using film for the first few hours after signing on at 4 p.m., KREX-TV was able to resume live originations by 8 p.m., operating in a tent with a camera loaned by KVTV (TV) Denver. Studios of KREX Radio, separated by fireproof walls from tv operations next door, were unaffected except by smoke. KREX kept listeners informed during fire-fighting, Rex Howell, president of the stations, reports.

WTVJ (TV) President's Ad Hits At Ratings Inflation

The special programming and promotions undertaken by stations when they know a rating service is taking measurements [EDITORIALS, March 24] is attacked by Mitchell Wolfson, president of WTVJ (TV) Miami, Fla., in a full-page ad placed in leading trade publications. Titled "An answer to the Rating Week Question," the spread will appear during the last week of April to coincide with the NAB convention and call attention to the problem.

In his statement referring to hypoed programming Mr. Wolfson says, "It is a disservice to researchers, undermining the faith they have so painstakingly established in the validity of their services. And obviously the distorted measurements . . . are a disservice to advertisers and their agencies." To point up his belief Mr. Wolfson reported "WTVJ has not run any special programs . . . or promotions during the April rating. It is WTVJ's hope that it need never do so again."

Wrather-Alvarez Names Whitney

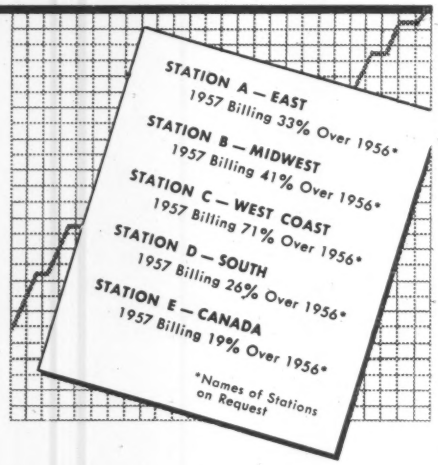
George Whitney Jr., member of the sales staff of KERO-TV Bakersfield, Calif., has been named Los Angeles sales manager of Wrather - Alvarez Broadcasting Inc., owner of KERO-TV and KFMB-AM-TV San Diego, Calif. In announcing the creation of the new post, George Whitney, vice president and general manager of the company, said that the new sales office "will enable the stations to have direct contact with advertisers and their agencies, many of whom have offices or branches in that area." The new sales branch will be located in the Los Angeles office of Edward Petry & Co., national sales representative for the three stations.

MR. WHITNEY JR.

WGAN-TV Asks 1,107-ft. Tower

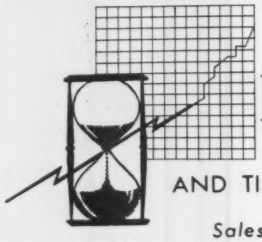
WGAN-TV Portland, Me., has applied to the Civil Aeronautics Authority for permission to build a new 1,107-ft. tower, planned as the state's tallest, it has been announced by Creighton E. Gatchell, general manager of WGAN-TV. If the CAA approves WGAN-TV's proposal to move its transmitter location from Falmouth to a new site in Gray, the station will ask for FCC permission to proceed. WGAN-TV expects the move to extend ch. 13 coverage to 9,150 square miles and an additional 125,000 viewers. The proposed tower will be 791 feet higher than the station's present tower.

Want a Growth Picture Like This ENGINEERED For You?


STATION A — EAST
1957 Billing 33% Over 1956*
STATION B — MIDWEST
1957 Billing 41% Over 1956*
STATION C — WEST COAST
1957 Billing 71% Over 1956*
STATION D — SOUTH
1957 Billing 26% Over 1956*
STATION E — CANADA
1957 Billing 19% Over 1956*
*Names of Stations on Request

See Forjoe Now . . . and learn about our dynamic new formula —

Time-Sales Engineering!



FORJOE & CO., INC.

NATIONAL STATION REPRESENTATIVES AND TIME-SALES ENGINEERS FOR OVER 20 YEARS

Sales Offices in NEW YORK • CHICAGO • LOS ANGELES SAN FRANCISCO • PHILADELPHIA • ATLANTA • SEATTLE
Headquarters — 580 5th Avenue, New York 36, N. Y.

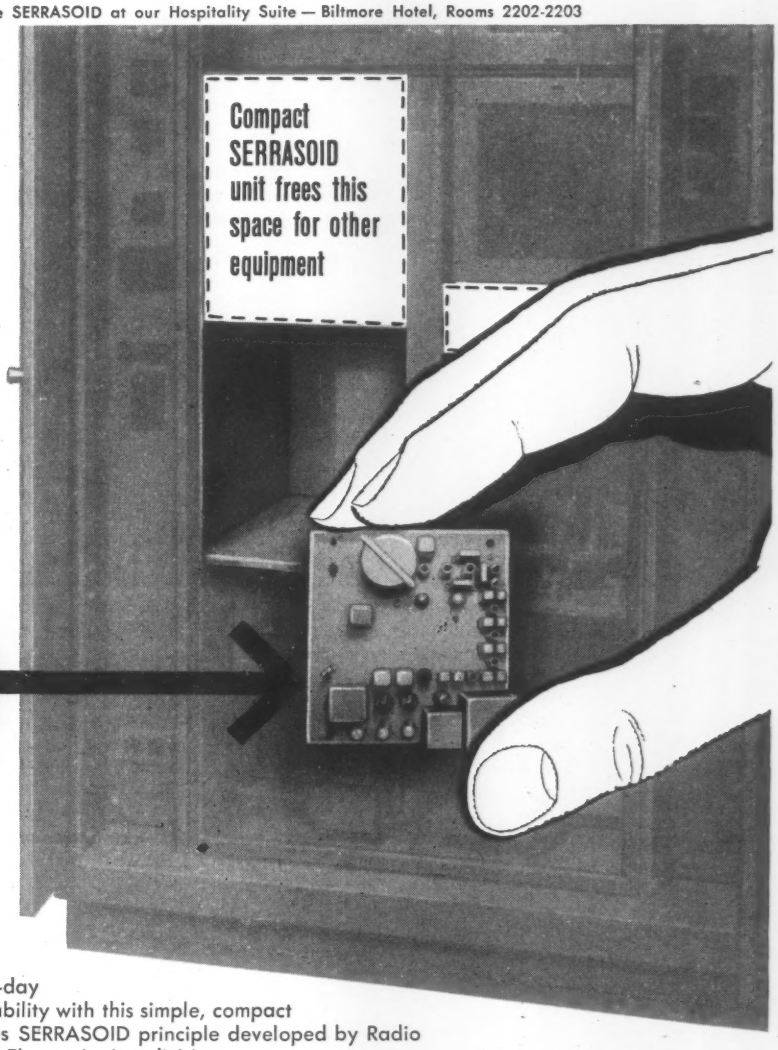
AT THE NAB CONVENTION... Visit our Hospitality Suite — Hotel Biltmore

NAB Conventioneers: See the SERRASOID at our Hospitality Suite — Biltmore Hotel, Rooms 2202-2203

REDUCE NOISE AND DISTORTION

replace the modulator sections of your Western Electric or similar type FM transmitter with this

STANDARD ELECTRONICS SERRASOID® MODULATOR UNIT



Bring your existing transmitter up to present-day standards of signal quality and frequency stability with this simple, compact modulator replacement unit using the famous SERRASOID principle developed by Radio Engineering Laboratories of which Standard Electronics is a division.

The SERRASOID modulator is a basic improvement on the Armstrong double-channel phase-shift modulator, yet retains its reliability. Increased permissible phase shift results in low noise and distortion, simple, non-critical circuits, and other advantages that have led to incorporation of SERRASOID modulators in most FM transmitters designed in recent years. Now you can replace the modulator-oscillator sections of your present Western Electric transmitter with this SERRASOID modulator for:

Low noise and distortion. Inherent noise is 70 db or more below 100% modulation from 50 to 15,000 cycles. Distortion is less than ½ of 1% when modulating 100% between 50 and 15,000 cycles.

Carrier stability. Mean output frequency is directly controlled by a quartz-crystal oscillator, which maintains constant frequency during modulation.

Non-critical operation. Fixed tuned circuits in oscillator and modulator eliminate critical adjustments, permit operaton by persons of limited experience. Tube ageing and replacement have negligible effect on performance.

Simplified maintenance. Motor-actuated frequency stabilization system of older modulator is replaced by simple, all-electronic SERRASOID circuit. Simplified design throughout reduces maintenance requirements.

Space saving. Compact SERRASOID modulator unit takes about ½ the space of sections it replaces, releases space for other equipment.

Overall economy. Smaller size, simplified construction permit savings in first cost, power consumption, tube replacement.

You can use the SERRASOID modulator to advantage in: **Standard FM broadcasting,** with high performance, minimum maintenance.

Multiplexing, with space-saving design — provision is made for multiplex operation.

Non-commercial broadcasting, with simplicity of operation and maintenance facilitating use by schools and other institutions.

STANDARD ELECTRONICS

A division of Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, New York

CLOSING the sale of KWK St. Louis to a new corporation 76% owned by WEMP Milwaukee, Andrew M. Spheeris (c), president of WEMP, signs a $1 million transfer agreement [CHANGING HANDS, April 14]. Seated beside him are (l) V. E. Carmichael, vice president-general manager of KWK, and Robert T. Convey, president of KWK. Mr. Convey retains 26% of KWK but has offered other stockholders in the selling firm an opportunity to purchase shares.

Also present for the signing are (standing, l to r) Robert M. Booth, WEMP attorney; James W. Blackburn, broker handling the sale, and KWK attorney William C. Koplovitz. The transfer is subject to FCC approval.

We are pleased to announce, as Brokers, our most recent transaction:

•

$2,000,000

GRAND RAPIDS (MICH.) HERALD

Sold To

BOOTH NEWSPAPERS, INC. — DETROIT, MICH.

•

HOWARD E. STARK VINCENT J. MANNO

Brokers ∞ Consultants

50 EAST 58TH STREET NEW YORK N.Y. ELDORADO 5-0405

***Convention Headquarters*—Beverly Hills Hotel**

WCBS-TV 'Tony' Show Thwarted For Second Time by Labor Row

For the second year in a row, WCBS-TV New York coverage of the American Theatre Wing's Antoinette Perry Awards ceremony, failed to come off. Reason: as in 1957, the station was beleagured by factional labor strife [PERSONNEL RELATIONS, April 29, 1957, *et seq.*].

Only this year, WCBS-TV, the sponsoring local Pepsi-Cola bottler and its agency, Kenyon & Eckhardt, "walked away" from the telecast before it could even get as far as lighting rehearsal. According to WCBS-TV General Manager Sam Cook Digges, "We just didn't want to take another chance of having the whole thing blow up in our faces."

Mr. Digges and the agency held "exploratory conversations" with several other New York outlets in hopes of accommodating both American Theatre Wing and Pepsi-Cola Metropolitan Bottling Co. of New York, but other stations declined to carry the show. WCBS-TV meanwhile substituted its *Late Show,* allowing the advertiser to cancel the contract.

Last week, Mr. Digges issued a statement that "WCBS-TV was prepared to telecast the program as scheduled, with executive and supervisory employes manning the equipment just as they have been doing on other programs since Local 1212 of IBEW went on strike . . . However, CBS was informed by Local 3 of IBEW, the union supplying the power in the Waldorf-Astoria that power would not be supplied to CBS because of the strike by Local 1212." Mr. Digges extended regrets to ATW and viewers.

Branham Sets Up Scholarships To Mark Half-Decade as Rep

The Branham Co., station and newspaper representative, last week announced the establishment of the John M. Branham Memorial Scholarship Award and the John Petrie Memorial Scholarship Award in commemoration of the company's 50th anniversary as a national advertising representative.

Each scholarship is valued at $1,000 and will be given to two applicants, who are either employes, children or grandchildren of employes of a Branham-represented radio or tv station or newspaper, and who will enter college in the fall of 1958. Applicants will be judged by a Columbia U. board. Winners will be announced in September.

The scholarships are named after the company's late president, John M. Branham, who founded the organization in 1908, and the late John Petrie, who succeeded Mr. Branham as president in 1935.

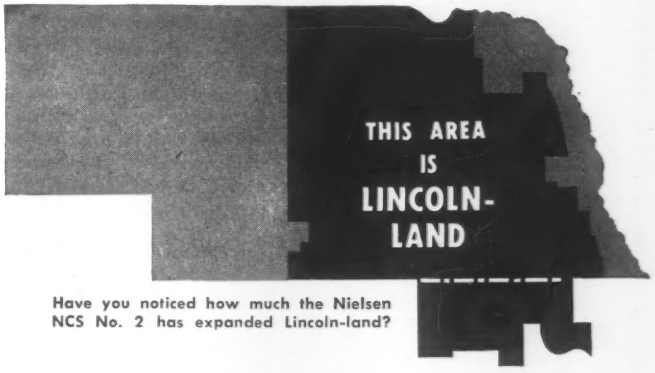
REPRESENTATIVE SHORTS

Katz Agency moved April 12 from its quarters in N. Y. at 477 Madison Ave. to 666 Fifth Ave. New telephone number: Judson 2-9200.

Headley-Reed Co. has moved to new offices on 14th floor of building at 750 Third Ave., N. Y. Telephone number: Yukon 6-5800.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — METROPOLITAN LINCOLN
Jan. 12-18, 1958

KOLN-TV is TOPS on the 10 P.M. NEWS. Sunday through Saturday, the picture is as follows:

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
KOLN-TV (10:00 News)	44.1	46.4	47.6	42.4	43.8	45.8	39.5
Omaha Sta. B (10:00 News)	5.8	3.7	5.2	6.3	5.8	2.3	4.3
Omaha Sta. C (10:00 News)	6.1	4.6	4.0	4.6	4.9	6.1	8.6
Omaha Sta. D (Movie)	6.6	5.5	4.0	0.9	4.0	4.3	6.3

Nebraska has only two big television markets — and it takes TWO stations to cover them both.

KOLN-TV is your *only* satisfactory outlet for Lincoln-Land — 232,397 sets in 69 counties. *All* surveys prove that KOLN-TV is essential in this area.

Ask Avery-Knodel for complete market and coverage data on KOLN-TV, the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

DATELINES

Newsworthy News Coverage by Radio and Tv

FORT PIERCE, FLA.—Weather officials and city spokesmen praised the role radio played in helping to avert further damage and possible fatalities when a tornado suddenly struck Fort Pierce last Tuesday. The Miami Weather Bureau earlier had issued general advisory on possible tornado conditions; put through an emergency warning to WIRA Fort Pierce less than one-half hour before the tornado actually struck at 1:15 p.m.

Station aired special bulletins, contacted local schools and other points on need for evacuation and preparation for full half-hour before the tornado struck. WIRA's tower was knocked into the adjacent Indian River and power in the area was disrupted. The station resumed service in 20 minutes with an emergency antenna and generator. Beeper phone reports were also fed by WIRA's staff to more than a dozen other stations.

BALTIMORE—From the relatively mild business of investigating dog poisoning, a staffer of WBAL-AM-TV here picked up a tip resulting in the broadcast of a burglar's death minutes after he was killed by police. At Ernest Shilling's request, police had visited his home in connection with a series of dog poisonings in the area. While the officers were questioning Mr. Shilling, a call came over their car radio from a patrolman who had just shot an accused safecracker. Mr. Shilling called WBAL's news department and then got permission to accompany officers to the scene of the killing. A WBAL-TV cameraman met him there.

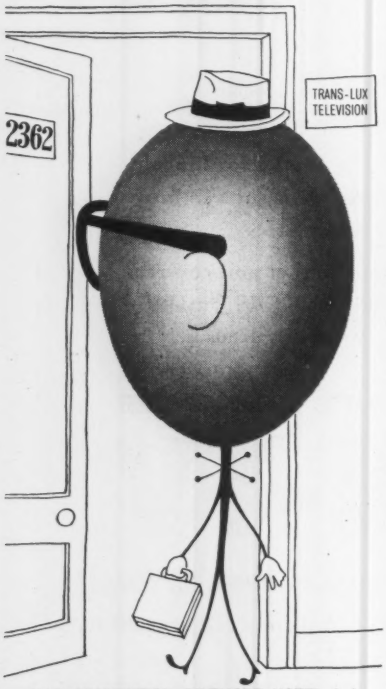
FLINT—When a commercial airliner crashed late at night (April 6) at Midland, Mich., WBBC Flint, Mich., 60 miles away, went into action on spot coverage and the painstaking job of establishing identities of casualties—nine of whom turned out to be local people. At midnight that Sunday, Jim Rush was en route to the crash scene, arriving while the wreck was still burning. There he taped an interview with the state police commander and started the job of identifying the 45 dead passengers. As he fed information from the site, Gene Dickey worked in the newsroom through the night checking names and clues to identity. Details were ready for listeners when WBBC signed on at 5:45 the next morning, and the station supplied revised casualty information to the AP throughout the forenoon.

OMAHA—Leads in police pursuits have become a regular by-product of the KFAB Omaha news operation. The most recent arrest in which station newsmen participated occurred after one of the riders in a stolen car slipped away. KFAB's mobile news crew followed the runaway, calling in his location to the station newsroom, which was in contact with the police radio operator. The suspect was captured after a short chase. This was the fourth time in a month that KFAB mobile newsmen participated in a police apprehension, according to the station.

CINCINNATI—The scorecard for mobile news patrol units of WSAI here shows four claimed beats in a two-week period. Reporters Dick Baker and Howard Blaney, operating from a WSAI news wagon, got interviews with an accused murderer, his mother and attorney, reported to be the only interviews granted. Earlier Mr. Blaney had directed a station news patrol to the scene of a robbery, arriving in time to report the bandit's apprehension by police. In another hold-up attempt, he reported the whole story as the burglar was apprehended 18 minutes later. An attempted theft at a parking lot brought another WSAI patrol unit racing to the spot after the attendant called police.

EGGHEAD BOOSTERS!

Your language spoken here... be our guest... enjoy plenty of food for thought!



NAB CONVENTION, BILTMORE HOTEL, L.A.

NOT SO DRY RUN

A test to determine the feasibility of live tv coverage of a girl swimmer's planned attempt to swim the Catalina Channel (about 26 miles) a few weeks hence produced a definitely negative answer for KTLA (TV) Los Angeles. Ship to shore transmission tests from midchannel on April 13 were abruptly and finally halted when a sudden swell tossed a $15,000 camera from the top of the cabin to the bottom of the ocean.

Major League Network Formed; Will Feed Giant Games to East

The body of the New York (baseball) Giants may have picked up and went—westward ho—but its spirit lingers on. To perpetuate the spirit, a group of New York broadcasters has formed the Major League Network Inc. which will reconstruct all San Francisco Giant home games with a sportscaster and a wired "network" supplied by Western Union and AT&T and linking a number of New York state stations.

MLN was formed by a triple partnership consisting of station owner J. Elroy McCaw, Paul C. Baldwin and Nathan Levy, respectively president and vice president of Masterpiece Recording Corp., a New York transcription firm. Mr. McCaw, who reportedly has a major investment in MLN, owns WINS New York, the first signed station to subscribe to the network service.

As of early last week Major League Network had signed two stations—WINS and WHUC Hudson, N. Y. While the firm's initial contract is with the Giants only, Mr. Baldwin indicated that he possibly would work out "a similar arrangement" with other clubs, presumably the first of these being the Los Angeles (former Brooklyn) Dodgers.

Cowles Magazines *(Look)*, through McCann-Erickson, has signed as the first advertiser for the SF Giants home games. Last Tuesday, the re-creation of the first of these games—the opener between the Giants and the Dodgers—was fed to WINS and WHUC via Masterpiece Recording Corp.'s control room-studios in mid-Manhattan at 6 p.m. Night games henceforth will be heard in the east starting at 11:15 p.m. Color is being provided by WINS sports director Les Keiter who will do the play-by-play ad-lib based on immediate teletype reports.

$1 Million Damage Suit Filed Centering on 'Dotto' Format

A $1 million damage suit was filed in New York State Supreme Court last week by independent tv packager David Robbins against Frank Cooper Assoc., New York, centering around the *Dotto* tv program (CBS-TV, Mon.-Fri. 11:30 a.m.-12 noon).

Mr. Robbins asserted in his complaint that he had created the format of a new tv program, which he called "Who's Dot?" prior to November 1957, and presented it to the Cooper organization for consideration. The format of "Who's Dot?" is the same as that of *Dotto*, Mr. Robbins contended. His negotiations with the Cooper company were broken off, he said, but later Cooper "used, copied and appropriated the plaintiff's tv program and format and caused the said program to be telecast over the network facilities of CBS."

Mr. Robbins said the defendants in the case are Frank Cooper Assoc. and Sy Fischer, president of Cooper. CBS, the Colgate-Palmolive Co. and Ted Bates Adv., the sponsor and agency of the program, also are named as defendants "as is customary in such cases," according to Mr. Robbins.

An answer to

THE RATING WEEK QUESTION

RATING WEEK A DISSERVICE

Competition in the television industry is a healthy force. We welcome it. Our ratings through the years prove we thrive on it.

But occasionally, competition can lead to unsound practices, such as "rating weeks."

A prominent trade publication recently described these rating weeks as they often occur, "You don't have to look at the calendar to know when the local TV shows are being rated. It's the week the movie telecasts stop playing re-runs of Charlie Chan and begin featuring Clark Gable and Gary Cooper — and schedule large-space newspaper ads to alert viewers."

Special programming and promotion for one week of every four is a disservice to the public — usually a one-week entertainment feast followed by a three-week famine.

It is a disservice to researchers, undermining the faith they have so painstakingly established in the validity of their services.

It is a disservice to the broadcasting industry which must have a trustworthy rating system.

And obviously the distorted measurements that rating weeks can produce are a disservice to advertisers and their advertising agencies.

NEEDED CORRECTION

Primary responsibility for correction rests on the TV stations.

They must make the decision to even out their programming so that audiences may enjoy top fare every week.

They must schedule newspaper and other promotion throughout the month, not load it heavily in one week.

In the end, TV will find this the most profitable policy, for it will build viewer loyalty not easily shaken by short-term promotions. It will build advertisers' faith in a station's ability to deliver solid ratings not for just one week, but for fifty-two.

WTVJ ABANDONS APRIL RATING WEEK SPECIAL PROMOTION

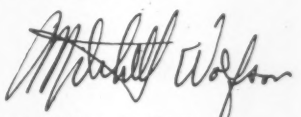
Because of rating-week competition, WTVJ had no choice but to meet it with rating-week programming and promotion of its own. That was because many segments of the advertising and television industry, while aware of rating-week evils, were not aroused. WTVJ could not combat an industry-wide practice alone. No single station could.

However, to encourage other stations to take a step that WTVJ and most responsible TV stations have long felt desirable, WTVJ has not run any special programs or intensive promotions during the April rating week in Miami. It is WTVJ's hope that it need never do so again.

INVITATION TO THE INDUSTRY

We hope all TV stations who face this problem will consider abandoning the excesses of rating week programming and promotion.

With the forthcoming NAB Convention giving all stations an opportunity to discuss and act on the problem, and with the spotlight of publicity focused on the practice by the trade press, WTVJ believes the time for united industry-wide action is here.



Mitchell Wolfson, President,

WTVJ — MIAMI

CHANNEL 4

SUSTAIN AD BUDGET, PREMIUM ASSN. TOLD

- **Don't cut in decline—Bowen**
- **6,000 meet in Atlantic City**

"It makes good sense in a time of expanding sales to figure an advertising and promotion budget on the basis of a fixed percentage of sales, but . . . if you reduce these budgets in a temporary decline and sell less, the budget goes down again, and sell less again, and pretty soon you're out of business."

Gordon C. Bowen, chairman of the Premium Adv. Assn. of America, offered this observation in a talk at the Premium Advertising Conference of the 25th annual National Premium Buyers Exposition in Chicago Tuesday. Some 6,000 advertising and merchandising representatives attended the four-day (April 14-17) trade show at Navy Pier.

Mr. Bowen called for "more promotions, but even more than that, better promotions." This would mean, he said, that "selling costs as a percentage of gross sales will have to go up—temporarily—but that's a lot better than having the whole economy continue to go down." He advocated that consumers, dealers and salesmen be given extra incentives to produce extra sales.

Others appearing on the premium advertising conference panel were Martin Mayer, author of *Madison Avenue, USA;* George Clements, president of Jewel Tea Co., and William J. Hacker, advertising and merchandising manager, National Biscuit Co. Special Products Div.

Attendance at the exposition was limited to accredited users of premiums and their advertising agencies.

Mr. Mayer suggested that statements designed to "buck up the public" during the recession are ill-advised and said he felt "the greatest contribution the advertising council could make at this point in the game is to keep quite." He added, "Actions and events will swing public psychology; words in themselves won't."

Mr. Mayer argued that premiums are a "weapon of truth" in advertising and that the premium business is a "most wholesome influence, a force on the side of reasonable thinking and behavior." He noted that "facts about advertising and its effectiveness in the marketplace are hard to come by—but premium promotions are a good, heavy, measurable fact" in all media.

Mr. Hacker noted Nabisco is sold on premiums and intends to keep on using them with its cereals. He commented, "Let's face it. There is little, if any, product loyalty among kids. When we accept that basic premise, we're going to get along just fine. . . . We're just as good as our last premium."

Mr. Clements criticized certain premium incentive plans directed more to the retailer than to the consumer and felt they fill "no useful need." He warned against those promotions "planned to load up the buyer" with radio-tv sets, watches and other items, thus causing "inventory problems."

Among exhibitors at the premium show were Bell & Howell Co., Broadcast Specialties Co., Benrus Watch, Bulova Watch, Columbia Records Inc., Crown Records, Eastman Kodak, Ekco Products, Electronics Guild, Eversharp Inc., A. C. Gilbert Co., Gruen Watch, Hamilton Beach, Helbros Watch, Ideal Toy Corp., International Silver, Lionel Corp., Polaroid Corp., RCA (RCA Victor Radio and Victrola Div., RCA Victor Television Div., RCA Victor Record Div.), Schick Inc., Sylvania Home Electronics, Westclox Div. of General Time Corp., Westinghouse Electric Corp. and Revere Camera Co.

Cominos Elected Board Head By Central Region of AAAA

Election of James G. Cominos as chairman of the central region board of governors of the American Assn. of Advertising Agencies and of other new officers was announced Tuesday.

Mr. Cominos, vice president, director and head of the radio-tv department at Needham, Louis & Brorby, formerly was vice chairman of the central region, which comprises midwestern states and part of the Southwest.

Other new officers are Larry Wherry, president, Wherry, Baker & Tilden, vice chairman, and Alexander H. Gunn III, vice president, J. Walter Thompson Co., secretary.

Other governors are George J. Callos, Klau-Van Pieterson-Dunlap Inc., Milwaukee; Theodore Fremd, Harold Walker Clark Inc., Denver; Joseph M. Greeley, Leo Burnett Co., Chicago; Morris Hite, Tracy-Locke Co., Dallas; William A. Marsteller of Marsteller, Rickard, Gebhardt & Reed Inc., Chicago; Marvin McQueen, D'Arcy Adv. Co., St. Louis; Peter J. Peterson, McCann-Erickson Inc., Chicago (Mr. Peterson left that agency to join Bell & Howell this week); Milton H. Reynolds, Allen & Reynolds, Omaha, and Robert W. Stafford, Knox Reeves Adv. Inc., Minneapolis.

AWRT in Limelight At 'Resources' Parley

Not all broadcasting eyes will be turned towards Los Angeles this month. Three days before NAB President Board Chairman Harold E. Fellows gavels the 1958 convention to order, American Women in Radio & Television will file into the San Francisco Fairmont Hotel—460 miles distant from the Los Angeles Statler—to open the 1958 AWRT convention. The theme: Resources and Resourcefulness.

Last week AWRT announced the convention program, liberally sprinkled with familiar names. It gets under way 7 p.m., April 24, with talks by such famous women as Alice Leopold, director of the U. S. Labor Dept.'s Women's Bureau and NBC News analyst Pauline Frederick. It concludes with a Sunday morning business session three days later at which the slate of new officers will be announced.

Roughly, the program runs as follows:

April 24—7-9 p.m.: AWRT banquet.

April 25—9:45-10:30 a.m.: Keynote address by Dr. G. Herbert True, assistant professor of marketing, U. of Notre Dame; 10:30 a.m.-noon: General panel session featuring Agnes Gibbs, WCHS-TV Portland, Me.; Gertrude Trobe, WBVP Beaver Falls, Pa.; Babette Doniger, president, Editorial Films Inc., N.Y.; Mickey McClung, president-general manager, Golden Empire Bcstg. Co., San Francisco; Eleanor Farenholz, Cunningham & Walsh, Chicago; Lea M. Kates, Tea Council of U.S.A.; Ann Hagen, USIA; Montez Tjaden, KWTV (TV) Oklahoma City; Louise Morris, WGBA Columbus, Ga., and Evelyn Vanderploeg, head timebuyer, Arthur Meyerhoff, Chicago.

At 12:15-2:15 p.m.: Luncheon address by Mr. Fellows on "The Resource of Resourcefulness," and 3-5 p.m.: Business meeting and presentation of officer candidates.

April 26—10-11:30 a.m.: Five simultaneous sessions featuring such radio-tv-advertising names as Henry Untermeyer, general

NEW OFFICERS of the Ohio Assn. of Broadcasters are (l to r) Carlton Dargusch Jr. of Columbus, secretary-treasurer; Jay E. Wagner of WLEC Sandusky, president; Allan Land, WHIZ-TV Zanesville, vice president for television, and Tom Rogers of WCIT Newark, vice president. They were elected April 11 at the OAB annual convention [TRADE ASSNS., April 14].

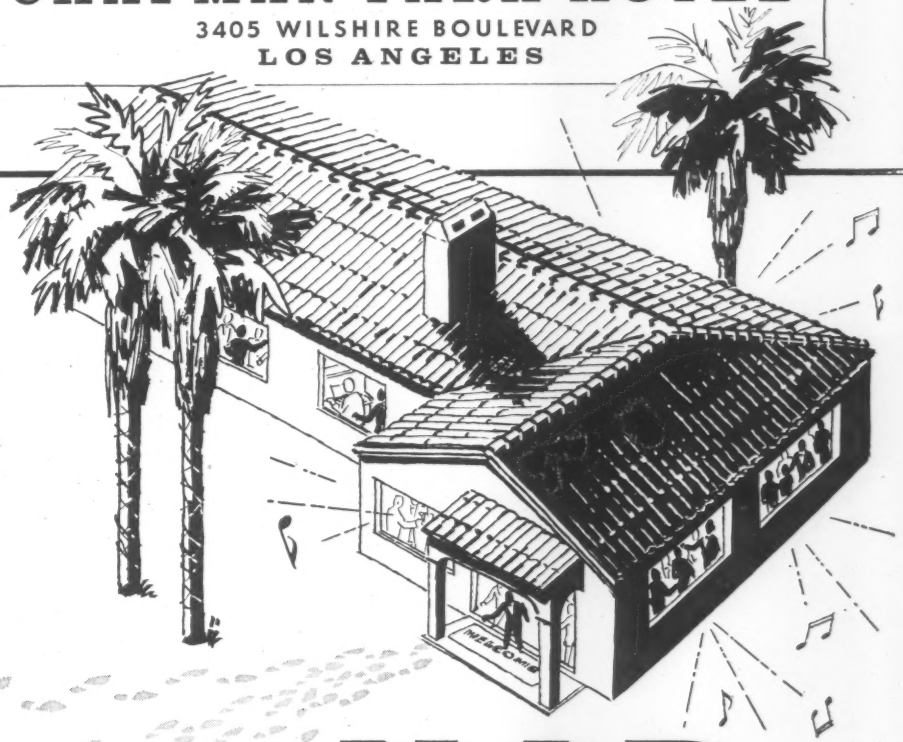
WELCOME TO

RADIO H-R TELEVISION, INC. TELEVISION REPRESENTATIVES, INC.

BUNGALOW

CHAPMAN PARK HOTEL

3405 WILSHIRE BOULEVARD
LOS ANGELES



NAB

CONVENTION
LOS ANGELES

APRIL 28-MAY 1

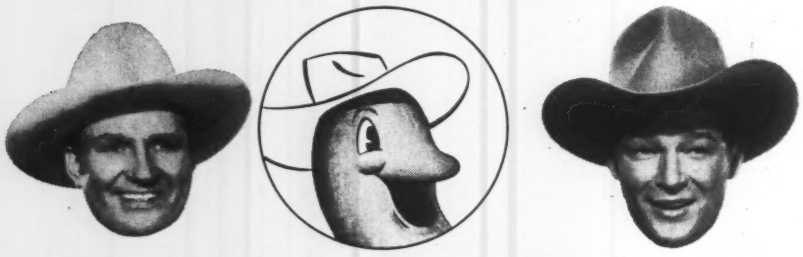
...we'll be a' lookin' for you!

YOU CAN'T MISS! with . . .
WEAU-TV
THE
BIG CHEESE
IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of ¾ million people and two million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN
See your Hollingbery man
in Minneapolis, see Bill Hurley

JACKSONVILLE'S FAVORITE COWBOYS . . .



"Jaxie" says there's a chuck wagon load of results waitin' for you, pardner, when you corral this top western talent in Jacksonville's $1½ billion market.

"Six Gun Saturday" is a rootin', shootin,' laugh-filled 2½ hours of entertainment for the youngsters from six to sixty. They'll enjoy—

Sunrise Ranch starring Gene Autry—7:30- 8:30 AM
Cartoon Corral with Tommy Tucker—8:30- 9:00 AM
Prairie Playhouse starring Roy Rogers—9:00-10:00 AM

"Jaxie" suggests you stake your claim early for *one minute availabilities.* Call Ralph Nimmons in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel."

Represented by Peters, Griffin, Woodward, Inc.

NBC—ABC

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

manager, KCBS San Francisco; Psyche Pate, owner-operator, KPRS Kansas City; Ruth Geri Hagy, ABC-TV Washington; Mildred Alexander, WTAR-AM-TV Norfolk; Terrence O'Flaherty, radio-tv editor, *San Francisco Chronicle;* Charles Lee Hutchings, creative director of McCann-Erickson, Los Angeles; Edith Ford, WLWA (TV) Atlanta; Charles J. Helfrich, media director, Donahue & Coe, Los Angeles; Saidie Adwon, account executive, KTUL-TV Tulsa; Mrs. A. Scott Bullitt, president, KING-AM-FM-TV Seattle, and Charles Russell, radio-tv director, BBDO, Los Angeles.

11:30 a.m.-noon: Speech by BMI Vice President Robert J. Burton: 2:30-3:00 p.m.: Speech by Westinghouse Broadcasting Co. President Donald H. McGannon: 3:30-5 p.m.: Four simultaneous sessions featuring Alice Friberg, WCYB-AM-TV Bristol, Va.; NBC director Elbert Walker; Grant Holcomb, KNXT (TV) Los Angeles; Norman Young, KHJ Los Angeles; Margret McDonald, WBAP-TV Fort Worth; Leo Burnett Co. Vice President Harry Wayne McMahan; James Day, general manager, KQED (TV) San Francisco and David Parker, KPIX (TV) San Francisco.

April 27—10:30 a.m.-12:30 p.m.: Business meeting and conclusion.

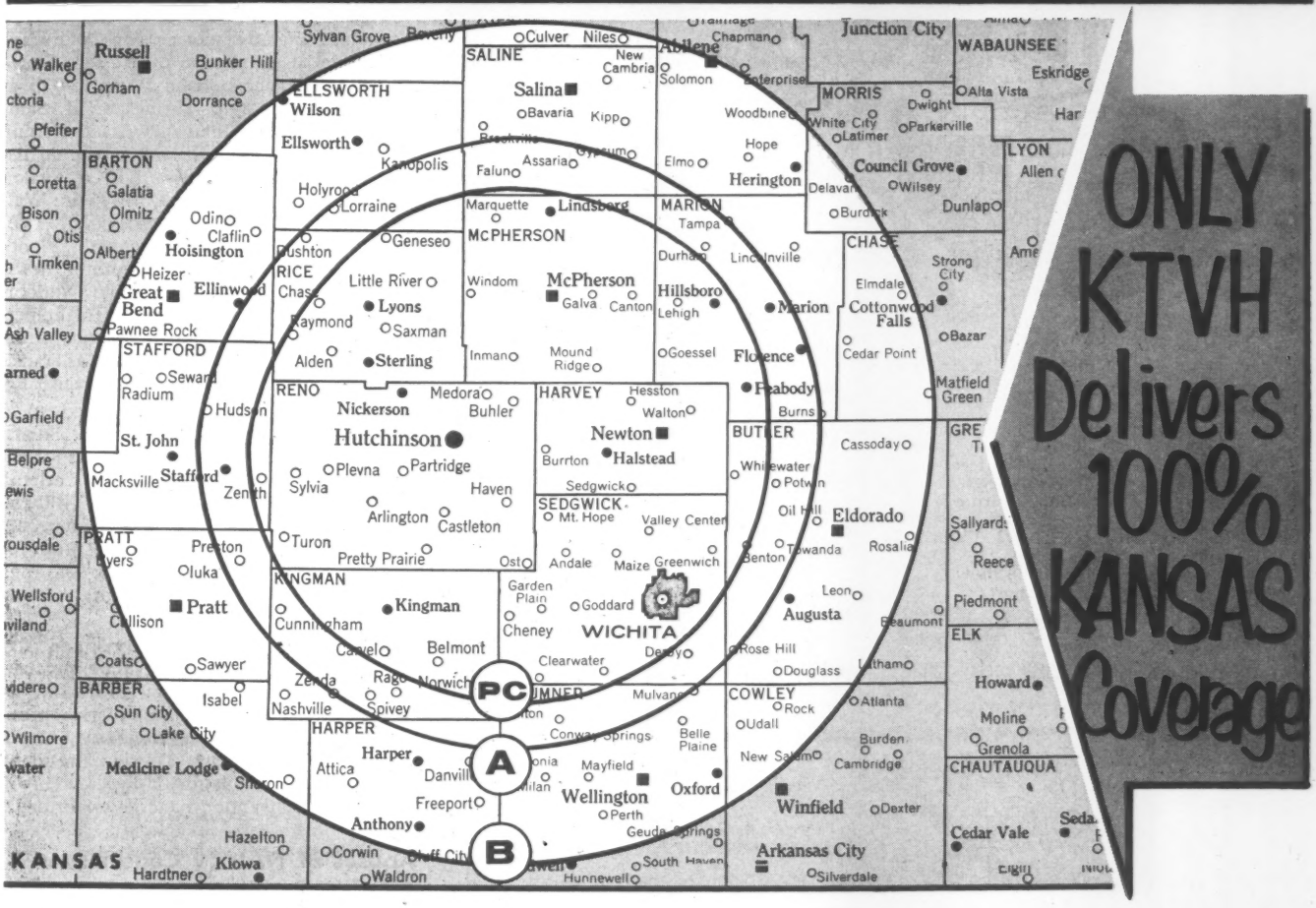
O'Neil, Others Retain Posts in Brand Names

Thomas F. O'Neil, chairman of the board, RKO Teleradio Pictures Inc., was re-elected board chairman of Brand Names Foundation Inc. at the organization's business meeting in New York Wednesday coincidentally with the foundation's annual convention. Louis Hausman, CBS Radio vice president, was re-elected a director. Norman E. Cash, Television Bureau of Advertising president, and Kevin B. Sweeney, Radio Advertising Bureau president, will represent their respective organizations on the BNF board.

John H. Breck Jr., executive vice president of John H. Breck Inc., Springfield, Mass., was re-elected chairman of the foundation's executive committee, while Henry E. Abt was re-elected foundation president, and Robert L. Connelly, vice president, Drexel Furniture Co., Drexel, N. C., was elected treasurer. Re-elected vice chairmen of the board were Robert E. MacNeal, president, Curtis Publishing Co., and Felix W. Coste, vice president, Coca-Cola Co.

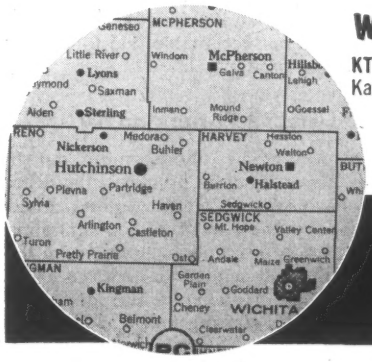
Award winners and guests were feted at breakfast Wednesday morning by ABC, which also provided star entertainment for the annual dinner that night, addressed by Henry Cabot Lodge, permanent U. S. representative to the United Nations. Activities of the three-day meeting included a tour of BBDO's New York headquarters. The awards luncheon Wednesday featured the special presentation "Ithaca, N. Y.—Test Town U. S. A.," in which retail promotion was highlighted, including the use of radio-tv. The presentation was given by Joseph A. Short, program director of WHCU Ithaca, and John Marcham, city editor, *Ithaca Journal.*

TO SELL KANSAS --- BUY KTVH



EXCLUSIVE CBS COVERAGE

KTVH, pioneer TV in Kansas, gives YOU a rich Central Kansas market with an estimated $1,000,000,000 effective buying power . . . more than 290,000 TV families! And most important — ALL KANSAS FAMILIES, viewing TV programed for Kansans. All selling is local — So are TV viewing habits . . . AND only **KTVH** delivers 100% Kansas coverage.

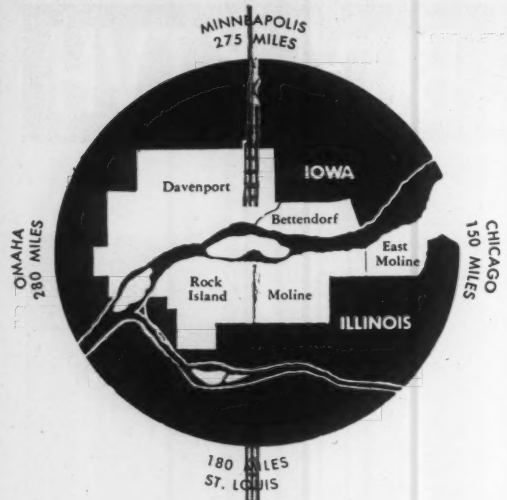


WICHITA PLUS 14 OTHER IMPORTANT COMMUNITIES OF KANSAS

KTVH dominates the hub of this rich Central Kansas area — WICHITA, plus coverage over 14 other important Kansas communities with 100% unduplicated CBS programing. To sell Kansas . . . buy **KTVH!**

KTVH Channel 12

Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.



WOC-TV

Covers the Quint-Cities Plus 39 Surrounding Iowa and Illinois Counties.

Population — 1,583,800*

Families — 489,700*

Effective Buying Income — $2,686,413,000*

*Source: Sales Management "Survey of Buying Power," 1957

The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, assuring satisfactory signal throughout this Big Area of 317,902 TV homes.
Ask your P.G.W. Man to show you NCS Coverage Report.

WOC-TV

On-the-Air since October, 1949 . . . First in the Quint Cities and First in Iowa . . . Serving the largest market between Chicago and Omaha . . . between Minneapolis and St. Louis.

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTER'S FIRST CHOICE

GATES

Leader in Creative Engineering

Media, Market Panels Set for WSAAA Meet

A panel discussion on media is scheduled for the opening afternoon session (Thursday) of the annual convention of Western States Advertising Agencies Assn., April 24-26 at the Oasis Hotel, Palm Springs, Calif. Samuel Thurm, general manager of advertising services for Lever Bros., will moderate the session. Bob McAndrews, KBIG Avalon (Catalina), Calif., will speak for radio; Walter McNiff, director, Western Div., TvB, will represent television; Kenneth Flood, *San Diego Tribune,* will present the newspaper story; Woody Ginn, Pacific Outdoor, will discuss outdoor advertising; Ed Leffler, The Mailing House, will talk about direct mail, and Hugh Tolford, California Transit Advertising, will discuss transit advertising.

Friday morning will be devoted to a marketing session, with Kenneth G. Stuart, market research director of Eastman Kodak Co., as chairman. Speakers include Carleton Green, Southern California Labs; Milbank McFie, Merrill Lynch, Pierce, Fenner & Smith, and Dr. Ernest Dichter, Institute for Motivational Research. Saturday morning program includes a closed business session and a trio of case histories.

Stan Freberg, humorist, recording star and creator of radio and tv commercials, will speak at the Thursday luncheon. D. Mitchell Cox, sales promotion vice president of Pepsi-Cola Co., is the Friday luncheon speaker. Dr. Ernest Dichter, president, Institute for Motivational Research, will address the convention banquet on Friday.

Abuses of NAB Tv Code Down Over Past Two Years—Bronson

The number of NAB Television Code violations has declined in the last two years though the volume of tv programming and advertising has increased considerably, Edward H. Bronson, NAB tv code affairs director, said in a talk prepared for delivery today (Monday).

Addressing a New York meeting of Catholic clergy who function as radio-tv directors in their dioceses, Mr. Bronson said most of the violations are found to result from carelessness or oversight rather than ill purpose. He added that millions of dollars worth of tv advertising are rejected each year by stations and networks because the advertising is not acceptable due to copy or nature of the product.

SMPTE Lists 33 Papers on Tv

Tv recordings by photography and by magnetic tape, tv studio practices, the distribution of tv programs on film, toll tv, closed-circuit tv and the use of tv for subliminal communication are among topics to be discussed at the 83d semiannual convention of the Society of Motion Picture and Television Engineers starting today and running through Friday at the Ambassador Hotel in Los Angeles. Nearly half (33) of the 82 papers to be delivered during the five-day technical meeting are on tv topics.

In Memphis, WREC-TV channel 3 is FIRST BY ALL SURVEYS!

First by A.R.B.*! *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		First by Pulse*! *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		First by Nielson*! *MEMPHIS AREA, Dec. 8 thru Jan. 11, 1958 4 weeks, Sign-On to Sign-Off	
For All Competitive Quarter Hours		For All Competitive Quarter Hours		For All Competitive Quarter Hours	
STATION	LEADS IN 1/4 HRS.	STATION	LEADS IN 1/4 HRS.	STATION	LEADS IN 1/4 HRS.
WREC-TV	166	WREC-TV	224	WREC-TV	162
STATION "B"	158	STATION "B"	123	STATION "B"	140
STATION "C"	56	STATION "C"	35	STATION "C"	67

WREC-TV Channel **3**
Memphis, Tennessee
Covering the Entire Mid-South

CBS TELEVISION

Represented Nationally by the Katz Agency

Kiefer Announces FMDA Agenda For Los Angeles Convention

The Fm Development Assn. will hold its second annual convention in the Buffalo Room of the Los Angeles Statler, starting at 5 p.m. Friday (April 25) and running through Sunday afternoon. An agenda has been sent to FMDA members by J. B. Kiefer, president of KMLA (FM) Los Angeles and association president.

The 5-7 p.m. Friday session will comprise reports of the organization, ways and means, membership and nominating committee chairmen and of Harold Tanner, treasurer. John Meagher, radio vice president of NAB, will address the Saturday morning 10 a.m.-12 noon session on the NAB attitude toward such organizations as FMDA. Individual programming and sales problems of member stations will be discussed.

James Barr, assistant chief, Broadcast Bureau, FCC, will participate in a panel discussion on multiplexing, transmitters, antennas, remote control and automation scheduled for Saturday afternoon, 2-5:30 p.m. Sam Gersh, WFMF (FM) Chicago and chairman of the FMDA engineering committee, will preside at the panel session. Other participants: Paul Schafer, Schafer Custom Engineering; Jay E. Tapp, consulting engineer; Gardner Greene, Browning Labs; Dwight Harkins, Harkins Radio, and representatives of other manufacturers.

The 1958 achievement award and a special award will be presented at the concluding Sunday session, 1:30-4:30 p.m. Bill Caskey, WPEN-FM Philadelphia, chairman of the licensing committee, will report on the ASCAP situation and officers and board members for the following year will be elected.

Pioneers to Honor Eight in L. A.

Special honors will be paid a week from tomorrow, April 29, in Los Angeles when the Broadcast Pioneers cite CBS Board Chairman William S. Paley (in absentia), Bob Hope and Bing Crosby, FCC Comr. Rosel H. Hyde, film producer Cecil B. DeMille, Dr. W. R. G. Baker, research vice president of Syracuse U. and former GE vice president, and KFI President-General Manager Earle C. Anthony. The late John U. Reber (pioneer radio and later tv vice president, J. Walter Thompson Co.) will be elected to the Broadcast Pioneers Hall of Fame. Mrs. Reber will accept the award in her husband's memory. Accepting for Mr. Paley, abroad at the time, will be CBS President Frank Stanton. Mr. DeMille will make the principal address of the evening. Attending the banquet will be a record number of radio-tv executives, in town for the NAB convention.

New Rep Group to be Discussed

The feasibility of organizing an association of regional sales representation firms will be explored at a breakfast session to be held in Los Angeles during the NAB convention. Clarke Brown of Clarke Brown Co., Dallas, has sent letters to a number of regional representatives outlining plans for the meeting. It will be held April 29 at the Hollywood Roosevelt Hotel. Thinking behind the move is that national reps have a going association in SRA and that regional representatives might benefit from such an association of their own.

BROADCASTING *will be honored during NAB convention week, April 27-May 1, by the city of Los Angeles. Presenting a welcome proclamation on behalf of the city is John Gibson (c), president of the Los Angeles City Council. It was received by Loyd Sigmon, vice president of KMPC Los Angeles and chairman of Southern California Broadcasters Assn. and Robert O. Reynolds, president of KMPC and NAB Radio Board member.*

TvB Board to Meet April 24

The board of directors of the Television Bureau of Advertising will meet in Lubbock, Tex., April 24, enroute to Los Angeles to attend the NAB convention. The one-day board meeting, which will cover discussion of TvB's plans for expansion and coverage for the balance of this year, will be held at the headquarters of the West Texas Television Network, headed by W. D. (Dub) Rogers, former board chairman of TvB.

ANA Drops June Chicago Meeting

The spring national meeting of Assn. of National Advertisers, which was set for June in Chicago, has been canceled as a result of an "expanded workshop program devoted to specific advertising problems," ANA announced last week.

Next national meeting, for members only, is planned Nov. 10-12 at the Homestead, Hot Springs, Va. Workshops for remainder of 1958 include Advertising Budget and Cost Control, April 24-25, Westchester Country Club, Rye, N. Y.; scheduled for the Sheraton East Hotel, New York, are Public and Government Relations, May 15; Cooperative Advertising, June 4, and International Advertising, September 25.

KOSI outstrips 'em all
in Denver!
KOSI is the big sound 'round Denver. Oct. Pulse shows a 5.1 average per quarter hour 6 am to 6 pm . . . Number one station overall!
See PETRY for KOSI, Denver and KOBY, San Francisco's No. 1 family station in Hooper, Pulse, Nielsen. WGVM, Greenville, Miss. No. 1 Hooper and Nielsen Call Ed Devney
MID-AMERICA BROADCASTING CO.

What's new in Denver?

1

DENVER *is one of the three fastest-growing markets in America*

Market-center of the great Rocky Mountain empire, Denver has grown 39.1 percent since 1950; Denver's metropolitan area population has now passed 800,000.

2

Denver's fast-growing color-radio station is **KTLN**

Programmed with Denver's top-selling radio personalities, KTLN's color-channel 128 delivers standout results.

3

KTLN *appoints John Blair & Company as exclusive national representative*

Effective May 1, 1958.

JOHN BLAIR & COMPANY

OFFICES: NEW YORK · CHICAGO · BOSTON · DETROIT · ST. LOUIS
ATLANTA · DALLAS · LOS ANGELES · SAN FRANCISCO · SEATTLE

SUPER-SATURATION

A record high in radio set sales—15,427,738—for 1957 has been announced by Radio Advertising Bureau, which points to the fact that this figure represents the highest number of sets sold in one year since the advent of tv. RAB reports that the 10.3% sales increase over 1956 is of particular interest when it is noted that tv set sales dropped 13.4% last year. Total radio sets in the U. S. now total 139.5 million. These statistics are contained in a new RAB study titled "Now . . . More Radios Are Being Sold Than Anytime Since Tv." The report indicates that most of these set sales were made past the saturation point, that is, represent second, third or fourth sets in new locations, thus giving an advertiser deeper in-home saturation.

Tv Staving Off Recession—Cash

Television is maintaining "a chain reaction of buying and production sure to lead us away from any severe recession," Norman E. Cash, president of the Television Bureau of Advertising told the ninth annual Atlanta Advertising Institute held at the Dinkler Plaza Hotel last Thursday. Mr. Cash, who represented the television industry in the all-media series of talks, emphasized "the flexibility and hard-selling advantages of the television medium."

BPA Publishes 'Its Story'

Broadcasters Promotion Assn. has sent a presentation, "BPA, Its Story" to station managers as part of a member recruitment drive. In a letter, BPA President Elliot W. Henry, ABC, Chicago, commends the organization to general managers as "one trade organization that works . . . for the good of your station." Succeeding pages detail BPA's founding in November 1956, membership, goals, constitution and such continuing projects as the monthly BPA Idea Exchange Bulletins and employment exchange. A membership application blank is included in the presentation.

KPIX (TV) 'Saboteurs' Guilty; FCC License Suspensions Upheld

Three San Francisco strikers were found guilty of "highly sophisticated sabotage" for making the equipment of ch. 5 KPIX (TV) inoperable, under a Thursday decision by the U. S. Court of Appeals (D. C.)

The court held the three strikers (National Assn. of Broadcast Employes & Technicians) had violated the Communications Act in December 1954, upholding an FCC ruling suspending their licenses for 90 days. The Commission had found the defendants—Ronald W. Didricksen, Carlton R. Schwarz and Anthony Severdia—had manipulated equipment so ingeniously that it took KPIX 12 hours to get back on the air.

The technicians argued they should not be punished because they were acting pursuant to a legitimate strike. But Judge Warren E. Burger, writing the opinion, said "the existence of a labor dispute, or even justification for a strike, is no license for hooliganism." Judge Walter M. Bastian concurred in the opinion. Judge Charles Fahy concurred in the result only.

MGA-AFM Battle in Court

The battle of the new Musicians Guild of America [PERSONNEL RELATIONS, March 31] and the old American Federation of Musicians, more specifically AFM Local 47 in Hollywood, moved into court last week. Six musicians suspended by the local for giving aid to MGA sought and obtained a temporary restraining order prohibiting the AFM local and its officers from interfering with employment of the suspended musicians. Superior Court Judge Bayard Rhone, in issuing the temporary order, set hearing for a permanent injunction for Friday.

SAG Majority Ratifies Contract

Members of the Screen Actors Guild have ratified the new contract for filmed commercials by a vote of 5,398 to 80, largest vote in the union's 25-year history and a 98.5% majority in favor of the pact [PERSONNEL RELATIONS, April 14].

WRBL-TV . . . Columbus, Ga., has it.

*Metro Pulse** . . . PROVES IT!

- Top 44 once-per-week shows
- 49 of top 50 once-per-week shows
- 58 of top 60 once-per-week shows
- 16 top syndicated film shows
- 8 top multi-weekly shows
- 9 of top 10 multi-weekly shows
- Top 7 locally produced once-per-week live shows
- Top 7 locally produced multi-weekly live shows

LEADS IN 380 OUT OF 419 ¼ HOURS . . . TIED 5

LEADS IN ALL QUARTER HOURS Monday through Sunday, 6:30 P.M. until Sign-off

LEADS IN ALL QUARTER HOURS Monday through Friday, 12:00 noon to Sign-off (4 ties)

* January, 1958

CHANNEL 4 WRBL-TV CBS abc COLUMBUS, GEORGIA

CALL HOLLINGBERY COMPANY

STEREO RACE ADOPTS COLOR TV SEMANTICS

- **Watchword: compatibility**
- **Two kinds of LP burgeoning**

Echoes of color television semantics heard in the phonograph industry last week as "compatible" and "non-compatible" became vital points of distinction in the race to produce stereophonic records and equipment for the fall market. The compatibility factor is whether or not any new stereo disc can be played monaurally on existing phonographs without damage to the record and with reasonable fidelity in sound reproduction. A non-compatible disc can be played only on stereo equipment.

The compatible disc would enable the consumer to buy stereo discs and enjoy them on his existing equipment until he could afford to buy new equipment to add the stereo impact. The compatible disc, however, is seen by some record industry observers as an economic threat to record dealers whose stocks of existing monaural long-playing records would be depressed in value.

Goddard Lieberson, president of Columbia Records, a division of CBS Inc., announced last week that Columbia plans to market a non-compatible disc "in the near future." He said "this stereophonic disc will not in any way affect our monaural catalog which is, and will continue to be, the world's largest LP catalog.

"Our point of view has always been that the introduction of the stereophonic disc is merely a refinement, not a revolution, in the realm of LP recording. Various methods for reproducing stereophonically have been developed, and others are still in the laboratory stage. The Columbia full stereophonic disc will conform to the technical standards adopted by both the record and phonograph industries.

"We have no doubt that in time any existing technical problems will be solved. For example, CBS Labs recently demonstrated a brilliant technical breakthrough in the achievement of a compatible stereophonic disc. It should be borne in mind that stereophonic effect is by no means an absolute quality with rigidly specified characteristics. Much remains to be investigated in the area of artistic taste and public acceptance."

In New York's Astor Hotel Thursday, Paramount Enterprises Inc., New York (no connection with Paramount Pictures Corp.) demonstrated its new "Hallmark" stereophonic sets and recordings. The discs are non-compatible. Magnavox a fortnight ago in New York unveiled its new component kits to convert Magnavox equipment to stereo. No date has been set for inclusion of stereo as a standard feature of the phonographs during factory production.

Sonotone Corp., Elmsford, N. Y., Thursday announced it is tooling up to produce a new phonograph stereo pickup cartridge with a single needle which will make it compatible and able to play present monaural discs as well as new stereo discs. Some other stereo

cartridges under development have twin needles to "tune" the twin stereo tracks (recorded in a single groove), hence are non-compatible. Sonotone's new cartridge will be priced at about the same as its regular monaural diamond top cartridge, $24.50.

GE Mounts New Vhf Antenna Wrapped Around Tower Section

General Electric Co. has something new up in the air, a vhf "wrap-around" helical antenna.

The new antenna for low channel vhf (chs. 2-6) was being "unwrapped" over the weekend. GE yesterday (Sunday) announced the antenna has been tested at its site atop a 1,350-foot hill at Gazenovie (near Syracuse), N. Y. Instead of the conventional mast mount, the wrap-around antenna consists of a heavy copper-clad steel rod (or helix) coiled around a section of the steel antenna tower. This helix is the antenna. Batwing and helical antennas (vhf) now in use must be hoisted and mounted atop towers ranging in height from 200 to 1,500 feet, according to Harold G. Towlson, manager of engineering, GE's technical products department.

Advantages cited by GE of its wrap-around: (1) Erection costs are reduced, (2) structural needs for towers may be less stringent, (3) simplified design requires but one feed point as against 16 such points in a comparable batwing and (4) many maintenance problems are eliminated. The antenna took two years to develop and a prototype is expected to be engineered for a new ch. 2 station. GE said it had "excellent results" in tests taken at the antenna test site.

Ampex Board Submits Proposal To Split Stock at 2½ to 1 Rate

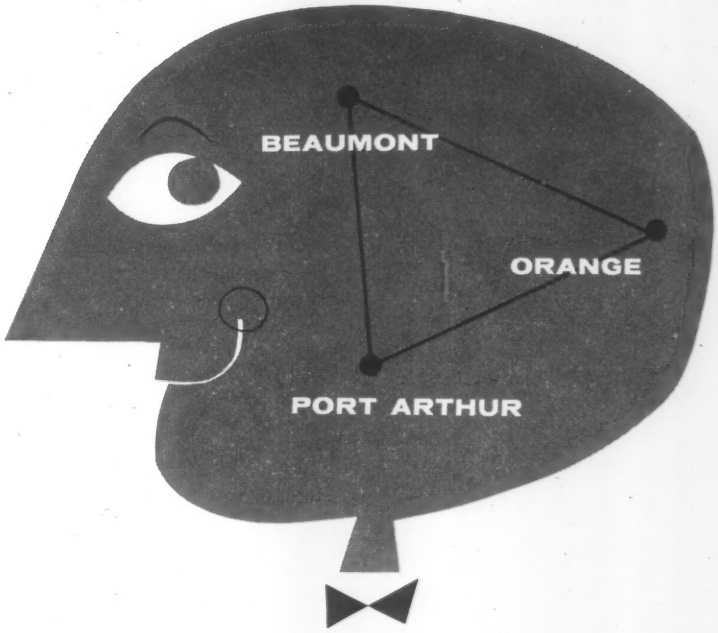
The Ampex Corp. board of directors voted April 11 to split stock 2½ to 1, subject to approval of stockholders at their Aug. 26 meeting. Stock was quoted around 58, with 734,265 shares outstanding.

Net sales for the fiscal year ended last April 30 were $18,737,000, with net earnings after taxes of $1,087,000 and total retained earnings of $1,978,000. There are 734,265 common shares outstanding, with 1 million authorized.

Ampex owns a subsidiary, Ampex Audio Inc., which makes home music reproduction systems and holds a 25% interest in Radio Industries, Opelika, Ala., magnetic tape manufacturer. Ampex claims to be the world's largest manufacturer of equipment to record and play back pictures, sound and other electronic data on magnetic tape. It headquarters at Redwood City, Calif. If the split is approved, there will be 2.5 million authorized shares with $1 par value. Present par is 50 cents.

Admiral's Quarter Sales Dip

Admiral Corp.'s first-quarter sales dipped 12% under the same period in 1957 but sales and earnings the rest of 1958 should top last year's levels, Ross D. Siragusa, Admiral president, told its annual stock-



Bigger than you think! The

Beaumont-Port Arthur-Orange

area is the fourth largest market in Texas and it's all yours with

KFDM Beaumont Radio and TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.

CESAR ROMERO STARS IN **ZIV'S** ALL NEW *IMPACT* SERIES!

TARGET

"THE BANDIT'S CAVE"... A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

WESTERN!

NOW SHOOTING AT ZIV STUDIO!

holders meeting in Chicago April 10.

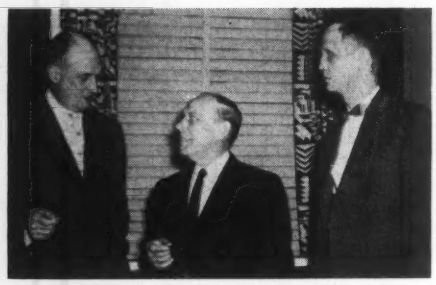
Among reasons for an anticipated business upsurge, Mr. Siragusa cited "better balance" of inventories in the electronics industry "from factory levels on through the pipelines of distribution." Any upturn in retail sales "should be felt immediately in factory production," he added. He also reported a sharp increase in government orders for electronics equipment.

Muzak to Show System For Full Automation

A new system combining fully automatic radio station operation with up to 24 hour-a-day musical programming is set for announcement by Muzak next week at the NAB convention in Los Angeles.

The new service, called "Muzak Radiomation Programming System," is described as providing "daily tape-recorded music programming plus basic equipment for unattended, completely controlled broadcast." The cost was not disclosed, except that it should be "less than one employe." A station of average size should be able to cut overhead by two to four employes through use of the service, spokesman said.

Authorities said each Radiomation unit delivers eight hours of taped music programming, and that pre-recorded announcements, time breaks, etc. can be injected by pre-set arrangements. Local programs, newscasts, weather reports and other material also can be switched in.



MUZAK'S *new system is discussed by (l to r) Charles C. Cowley, firm's president; E. F. Hembrooke, chief engineer, and Ed Hochhauser, sales promotion director.*

Muzak, which has been working on research and development of the system since 1954, plans to base its broadcast programs on melodic, "entertainment music," almost wholly instrumental—"the complete antithesis" of the average disc jockey program, according to spokesmen. Especially programmed for 1958 radio audiences, it also will contrast with the background music that Muzak supplies to stores, offices and restaurants. Rock-and-roll and jazz will be omitted.

Details of the new system are to be announced at the NAB convention by Charles C. Cowley, Muzak president. E. H. Hembrooke, chief engineer, and Ed Hochhauser, sales promotion director, also will be on hand to discuss it with broadcasters.

In Louisville
it's WAVE-TV
for
• BALANCED PROGRAMMING
• AUDIENCE RATINGS
• COVERAGE
• COSTS PER THOUSAND
• TRUSTWORTHY OPERATION
NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

Ampex VTR's Go to Osaka Tv

Two Ampex videotape recorders have been shipped to Osaka Tv Broadcasting Corp. in Japan, it has been announced. The units, identical to those being delivered to U. S. stations, are to be used in the Osaka and Tokyo studios of the Japanese firm, a privately-owned commercial network. More videotape recorders are scheduled for delivery in Japan, the Ampex Professional Products Div. reports.

MANUFACTURING SHORTS

RCA has announced high-speed electrical eraser that "removes magnetically recorded sound or pictures from complete reel of tape or film within 30 seconds." Single automatic half-minute operation of unit reportedly can restore up to 4,800 feet of magnetic tape for re-recording.

Motorola, Chicago, announces increase of $2,714,114 in employe savings and sharing fund during 1957, bringing total value of 10 year-old fund to $31,086,265. Interest dividend this year reportedly was $908,898, highest in fund's history.

International Telephone & Telegraph Corp., to supplement its tube manufacturing facilities, has announced plans to build new air-conditioned 45,000 sq. ft. plant near Roanoke, Va. Ground will be broken in May.

Emerson Radio & Phonograph Corp. announces new portable television receiver (Model 1452) which incorporates full-power transformer chassis, three full high gain video i.f. stages, electronic noise inverter, variable local-distant control and wide angle 110-degree aluminized kinescope tube.

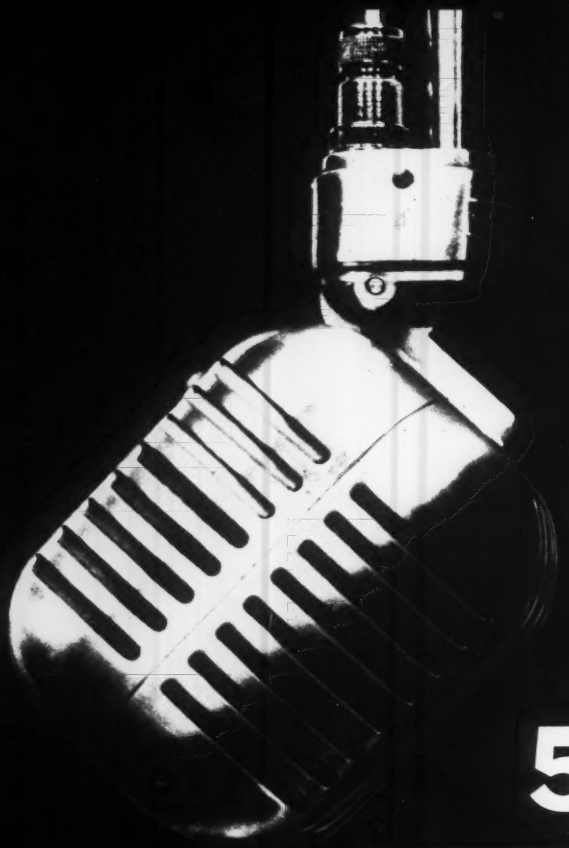
Bell & Howell, Chicago, claims "sealed lubrication" and safety interlock, designed to prevent cause of film breakage, as among features of its Filmosound 16mm sound motion picture projector (Model 385). Interlock automatically disengages rewind gear when reel of film is removed and is built into takeup reel arm. Thus, company reports projector cannot accidentally be started in rewind when new film is shown. Lubrication feature "obviates need for oiling projector."

TelePrompTer, N. Y., announces new finger ring model of remote control switch for visual aids equipment, Model MR 101.

RCA reports shipments of 24-gain antenna to WSJV (TV) Elkhart, Ind.; 25-kw transmitter as well as 10-kw used transmitter for standby to WTAE-TV Pittsburgh, 46-gain antenna to WTPA (TV) Harrisburg, Pa.; 12-kw transmitter to WICS (TV) Springfield, Ill., and 6-kw transmitter to WTTG (TV) Washington.

Shure Bros. Inc., Evanston, Ill., has announced new high fidelity phonograph cartridge using moving magnet principle to eliminate hum and needle noise in record changers and transcription tone arms. Called Professional Dynetic, cartridge was introduced at San Francisco High Fidelity Show Feb. 14-16. It can be used with any amplifier having magnetic phonograph input.

WE INTERRUPT FOR AN IMPORTANT ANNOUNCEMENT
a.a.p. LAUNCHES 'JUPITER'
This Jupiter is a group of 52 top-quality feature films. Every film in this new package has been hand-picked to deliver programming of the highest calibre. Instead of one or two big-name attractions, all 52 of the Jupiter features have been assembled to bring you top share-of-audience figures, feature after feature . . . week after week.



52 HITS HAND-PICKED TO DELIVER TOP SHARE OF AUDIENCE

. . . including "Oscar"-winning
'Casablanca' and 'Key Largo'
and 8 Academy Award Nominees

LOOK FOR THE SILVER LINING Ray Bolger
CAPTAIN BLOOD Errol Flynn
POSSESSED Joan Crawford
ANGELS WITH DIRTY FACES James Cagney
KEY LARGO Humphrey Bogart, Lauren Bacall
MR. SKEFFINGTON Bette Davis, Claude Rains
JANIE Robert Benchley
CASABLANCA Bogart, Bergman
DESTINATION TOKYO Cary Grant
ESCAPE IN THE DESERT Alan Hale
FOUR'S A CROWD Rosalind Russell
G-MEN James Cagney
THE GREAT MR. NOBODY Eddie Albert
INVISIBLE STRIPES Humphrey Bogart
JUNE BRIDE Bette Davis
DODGE CITY Errol Flynn, Ann Sheridan
STALLION ROAD Zachary Scott
THE TWO MRS. CARROLLS Bogart, Stanwyck
TIGER SHARK Edward G. Robinson
THE UNSUSPECTED Claude Rains
DAUGHTERS COURAGEOUS John Garfield
TWO GUYS FROM MILWAUKEE Jack Carson
TOO YOUNG TO KNOW Joan Leslie
THIS WAS PARIS Ann Dvorak
STRANGE ALIBI Arthur Kennedy
SINGAPORE WOMAN Virginia Field
AN ANGEL FROM TEXAS Jane Wyman
CASTLE ON THE HUDSON Burgess Meredith
OIL FOR THE LAMPS OF CHINA Pat O'Brien
NIGHT UNTO NIGHT Ronald Reagan
VALLEY OF THE GIANTS Wayne Morris
THE WALKING DEAD Boris Karloff
WE ARE NOT ALONE Paul Muni
WOMEN IN THE WIND Kay Francis
MELODY FOR TWO Marie Wilson
MAN WHO TALKED TOO MUCH George Brent
LOVE, HONOR AND BEHAVE Thomas Mitchell
THE LADY TAKES A SAILOR Eve Arden
IN CALIENTE Pat O'Brien
I FOUND STELLA PARRISH Kay Francis
HELL'S KITCHEN "Dead End Kids"
HEARTS DIVIDED Dick Powell
FOOTLIGHT PARADE James Cagney
EMBRACEABLE YOU Dane Clark
EDGE OF DARKNESS Ann Sheridan
BUSSES ROAR Eleanor Parker
THE BIG SHOT Humphrey Bogart
BABBITT Guy Kibbee
ALIBI IKE Joe E. Brown
GAMBLING ON THE HIGH SEAS Jane Wyman
THE MYSTERIOUS DOCTOR Eleanor Parker
TORCHY RUNS FOR MAYOR Barton MacLane

LOOK FOR THE SILVER LINING
June Haver, Gordon MacRae
Academy Award Nomination

CAPTAIN BLOOD
Errol Flynn, Olivia De Havilland
2 Academy Award Nominations

POSSESSED
Joan Crawford, Van Heflin, Raymond Massey
Academy Award Nomination

ANGELS WITH DIRTY FACES
Cagney, O'Brien, Bogart, Ann Sheridan
3 Academy Award Nominations

KEY LARGO
Bogart, Bacall, Robinson
"Oscar" Winner

DESTINATION TOKYO
Cary Grant, John Garfield, Dane Clark
Academy Award Nomination

MR. SKEFFINGTON
Bette Davis, Claude Rains
2 Academy Award Nominations

JANIE
Joyce Reynolds, Edward Arnold, Robert Benchley
Academy Award Nomination

CASABLANCA
Bogart, Bergman, Henreid, Rains
3 "Oscars"... 5 Academy Award Nominations

MORE HITS FROM a.a.p.'s NEW 'JUPITER' GROUP

STALLION ROAD
Ronald Regan, Alexis Smith, Zachary Scott
ARB Share-of-Audience: Huntington, W. Va. 67%

JUNE BRIDE
Bette Davis, Robert Montgomery
ARB Share-of-Audience: Chicago 50%

G-MEN
James Cagney, Lloyd Nolan, Margaret Lindsay
ARB Share-of-Audience: Boston 50%

DODGE CITY
Errol Flynn, Olivia de Havilland, Ann Sheridan
ARB Share-of-Audience: Salt Lake City 76%

FOUR'S A CROWD
Errol Flynn, Olivia de Havilland, Rosalind Russell
ARB Share-of-Audience: Miami 78%

THE TWO MRS. CARROLLS
Humphrey Bogart, Barbara Stanwyck
ARB Share-of-Audience: Sacramento 75%

INVISIBLE STRIPES
Humphrey Bogart, William Holden, George Raft
ARB Share-of-Audience: Boston 60%

ESCAPE IN THE DESERT
Helmut Dantine, Philip Dorn, Alan Hale
ARB Share-of-Audience: Boston 50%

THE GREAT MR. NOBODY
Eddie Albert, Joan Leslie, Alan Hale
ARB Share-of-Audience: Miami 75%

Prices for individual pictures on request.

a.a.p. inc.
Productions Corp.

Distributors for Associated Artists
345 Madison Ave., Murray Hill 6-2323
75 East Wacker Drive, Dearborn 2-2030
1511 Bryan Street, Riverside 7-8553
9110 Sunset Boulevard, Crestview 6-5886

NEW YORK
CHICAGO
DALLAS
LOS ANGELES

NEXT WEEK IN LOS ANGELES

NAB convention preview: the rundown on events, times, places, people

NAB last week added one more stop to the complicated itinerary of its April 27-May 1 convention in Los Angeles.

Already a commuter's nightmare, the schedule was scattered around more of the Los Angeles landscape when the main meeting site—the Biltmore Theatre—was lost to the Eugene O'Neill drama, "Long Day's Journey Into Night." The theatre adjoins the Biltmore Hotel.

Despite the travel problems created by the Los Angeles locale, advance registration is running close to the record figure established in 1957. Late in the week 1,120 management and 260 engineering delegates had registered, a total of 1,380. This compares with 1,224 management, 382 engineering and a total of 1,606 at the same time a year ago.

A quick juggling of the convention agenda put Biltmore Theatre meetings into Embassy Auditorium, located about four blocks from the main convention hotels—Biltmore and Statler. They form a triangle.

NAB will meet the commutation crisis by running fleets of shuttle buses between the Biltmore, Statler and Embassy Auditorium. Buses also will carry delegates to the Wednesday night banquet at the Palladium. But delegates housed in hotels around Beverly Hills and other outlying points will have to use cabs and rented cars for the most part.

NAB lost the theatre when the ownership, separate from the Biltmore Hotel, exercised an option to use the house for a show. "Long Day's Journey Into Night" was moved to the Biltmore a week early after an unsatisfactory San Francisco run.

Unofficial convention events will get underway Friday with an ABC-TV affiliates meeting and a session of Fm Development Assn. Several private meetings are scheduled Saturday and a half-dozen important groups will hold Sunday (April 27) events. The Sunday list includes MBS affiliates meeting and reception, Daytime Broadcasters Assn. and Committee for Competitive Television. The exhibits, scattered around the Biltmore and Statler, open Sunday noon.

NAB business meetings start Monday morning. A television management film session will be held at 9:30 a.m. and an fm roundup will be held at 10 a.m. The agenda of the separate Engineering Conference opens at 9 a.m. Monday, running into Thursday afternoon.

The keynote session Tuesday morning will be held at the Assembly Hall, with President Frank Stanton of CBS Inc. receiving NAB's Keynote Award and delivering the keynote address. FCC Chairman John C. Doerfer will speak at this session, to be attended by both management and engineering delegates.

Marion Harper Jr., president of McCann-Erickson, is the Tuesday management luncheon speaker.

Wednesday morning, engineers will join management delegates for a public relations session and the FCC roundtable.

An all-industry meeting for member and non-member radio broadcasters will be held Thursday morning to discuss plans for an all-industry committee to negotiate new contracts with ASCAP. Radio contracts with ASCAP expire Dec. 31, 1958.

A tribute to Dinah Shore will be paid by the association at the Thursday management luncheon. The NAB Tv Board will hold an organization meeting Thursday afternoon. Terms of seven tv directors expire at the convention, with new directors to be elected Tuesday afternoon.

Entertainment features of the convention include a Disneyland tour for ladies, scheduled Monday.

A fashion luncheon will be held at the Beverly-Hilton Hotel Tuesday, featuring Phyllis Kirk and other screen personalities. Southern California Broadcasters Assn. has invited all delegates to a Tuesday reception, 5:30 p.m., at the Statler. Broadcast Pioneers will hold their annual banquet at the Statler with Cecil B. DeMille as guest of honor. Ladies will be guests Wednesday at NBC's *Queen for a Day* broadcast.

Talent at the Wednesday banquet features the Lawrence Welk band and the Deep River Boys. ASCAP is providing the entertainment.

OFFICIAL AND UNOFFICIAL AGENDAS *Page 80*
"WHERE TO FIND IT" DIRECTORY *Page 82*
THE NON-CONVENTION LOS ANGELES *Page 84*
ENGINEERING PAPERS (AND AGENDA) *Page 86*
WHAT'S ON DISPLAY AT EXHIBITS *Page 94*
REGISTRATION: WHO WILL BE THERE *Page 102*

The first four NAB Preview pages are perforated
Tear them out for handy pre-convention reference

ON TAP IN LOS ANGELES

Official agenda events and unofficial sessions

Saturday, April 26

REGISTRATION: 9 a.m.-5 p.m., Galeria, Biltmore.

Sunday, April 27

REGISTRATION: 7 a.m.-7 p.m., Galeria, Biltmore.

EXHIBITS: Noon-7 p.m., Biltmore, Statler.

Monday, April 28

REGISTRATION: 7 a.m.-7 p.m., Galeria, Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:30 a.m.-11:45 a.m.

Statler, Pacific Ballroom

TELEVISION MANAGEMENT FILM SESSION: *Presiding:* Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

Syndicated film panel: Milton A. Gordon, president, Television Programs of America; George T. Shupert, president, ABC Film Syndication; Frederick S. Houwink, WMAL-TV Washington; A. James Ebel, KOLN-TV Lincoln, Neb.

Feature film panel: Oliver A. Unger, president, National Telefilm Assoc.; Richard A. Harper, general sales manager, MGM-TV; Lee Ruwitch, WTVJ (TV) Miami; Dwight W. Martin, WAFB-TV Baton Rouge.

10 a.m.-noon

Biltmore, Music Room

"FORWARD MOVING FM": *Presiding:* Raymond S. Green, WFLN Philadelphia.

Participants: Ben Strouse, WWDC-FM Washington; Charles King, MBS; Horace Fitzpatrick, WSLS-FM Roanoke, Va.; Guy Harris, KDKA-FM Pittsburgh; Joseph T. Connolly, WCAU-FM Philadelphia; Theodore Jones, WCRB Waltham, Mass.; Jack Kiefer, KMLA Los Angeles; Harold Tanner, WLDM Oak Park, Mich.; John M. Ross, Ross-Reisman Co.; John F. Meagher, NAB.

Subjects: Twelve Months of Fm Progress; Availability of Fm Transmitters and Receivers; What We are Doing With Fm, and Why; Are You Missing the Boat on Am-Fm Stereo?; Fm Sales Techniques.

2 p.m.-4 p.m.

Biltmore, Music Room

LABOR CLINIC: *Presiding:* Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.; *Discussion leader:* Charles H. Tower, NAB.

Staff presentations and broadcaster case histories on technological change and collective bargaining, multi-employer bargaining, and developments in broadcasting labor relations.

4 p.m.-5 p.m.

Statler, Sierra Room

WAGE-HOUR SEMINAR: Question and answer session on broadcasters' wage-hour problems conducted by the NAB Employer-Employe Relations Department staff.

Tuesday, April 29

REGISTRATION: 7 a.m.-7 p.m., Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:45 a.m.-noon

Embassy Auditorium

JOINT SESSION (Management and Engineering Conferences): *Presiding:* J. Frank Jarman, co-chairman, 1958 Convention Committee; *Invocation:* Rev. J. Richard Sneed, First Methodist Church, Los Angeles; *Presentation of the Colors:* The Post Color Guard, Fort MacArthur, Calif.; *The National Anthem:* John Raitt; *Music:* Sixth U.S. Army Pipe Band, the Presidio of San Francisco, Calif.

Welcome: Norris Poulson, mayor of Los Angeles.

Keynote address: Dr. Frank Stanton, president, CBS Inc.

Presentation of Keynote Award: Harold E. Fellows, president-chairman of the board, NAB.

Address: John C. Doerfer, chairman, FCC.

12:30 p.m.

Biltmore Bowl

LUNCHEON (Management Conference): *Presiding:* W. D. (Dub) Rogers Jr., co-chairman, 1958 Convention Committee; *Invocation:* Rabbi Edgar F. Magnin, Wilshire Boulevard Temple, Los Angeles.

Address: Marion Harper Jr., president, McCann-Erickson.

Special feature: David Hardacre, national co-winner, 11th annual Voice of Democracy contest.

2:30 p.m.-5 p.m.

Statler, Pacific Ballroom

RADIO MANAGEMENT CONFERENCE: *Presiding:* John F. Meagher, vice president for radio, NAB.

Opening remarks: F. Merrill Lindsay Jr., WSOY-AM-FM Decatur, Ill.

This Business of Radio—Inventory, 1958: F. C. Sowell, WLAC Nashville; Frank M. Headley, president, Station Representatives Assn.; Matthew J. Culligan, vice president in charge of NBC Radio.

Radio's Role in National Defense: Moderator: Vincent T. Wasilewski, NAB government relations manager; Robert E. Lee, FCC; John J. McLaughlin, administrative assistant to the Secretary of the Air Force; W. H. Duplantis, assistant administrator of communications, Federal Civil Defense Admin.; Norman A. Matson, chief, Emergency Warning Section, U. S. Weather Bureau; Kenneth W. Miller, U. S. Supervisor, Conelrad; A. Prose Walker, NAB.

2:30 p.m.-4 p.m.

Biltmore, Music Room

TELEVISION MANAGEMENT CONFERENCE: *Presiding:* Thad H. Brown Jr., vice president for television, NAB; *Welcome:* John E. Fetzer, WKZO-TV Kalamazoo, Mich.

The Public and Your NAB (film presentation)—"A Welcome Guest in the House."

Television Code: Remarks: William B. Quarton, WMT-TV Cedar Rapids, Iowa; *Presentation:* Edward H. Bronson, director, Television Code Affairs, NAB.

4 p.m.-5 p.m.

Biltmore, Renaissance Room

TELEVISION BUSINESS SESSION: Television Board elections. *Presiding:* Judge Justin Miller.

Wednesday, April 30

REGISTRATION: 9 a.m.-5 p.m., Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:30 a.m.-noon

Embassy Auditorium

JOINT SESSION (Management and Engineering Conferences): *Presiding:* W. D. (Dub) Rogers Jr., co-chairman, 1958 Convention Committee.

Public relations presentation: John M. Outler Jr., WSB-AM-TV Atlanta.

FCC Panel: John C. Doerfer, Rosel H. Hyde, Robert T.

Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross (commissioner-designate). *Moderator:* Mr. Fellows.

12:30 p.m.
Biltmore Bowl

LUNCHEON (Management Conference): *Presiding:* J. Frank Jarman, co-chairman, 1958 Convention Committee; *Invocation:* His Eminence James Francis A. Cardinal McIntyre, Archbishop of Los Angeles.

Address: Harold E. Fellows, president, NAB.

Special Feature: Edwin W. Ebel, chairman, radio-tv committee, The Advertising Council.

2:30 p.m.-5 p.m.
Embassy Auditorium

RADIO MANAGEMENT CONFERENCE: *Presiding:* Mr. Meagher.

Good Practices Are Good Business: Worth Kramer, WJR Detroit.

Your Future Is Sound: Kevin B. Sweeney, president, RAB; John F. Hardesty, vice president, RAB.

Measuring the Radio Audience (Panel): *Moderator:* E. K. Hartenbower, KCMO Kansas City; *Panelists:* Edward G. Hynes Jr., Trendex Inc.; George Blechta, A. C. Nielsen; Dr. Sidney Roslow, The Pulse; Frank Stisser, C. E. Hooper.

2:30 p.m.-5 p.m.
Statler, Sierra Room

TELEVISION MANAGEMENT CONFERENCE: *Presiding:* Mr. Brown.

When Is the Sale Completed? The Functions of Station Sales Promotion and Merchandising: Panelists: John C. Cohan, KSBW-TV Salinas, Calif.; Raymond W. Welpott, WKY-TV Oklahoma City; Arthur Schofield, Storer Broadcasting.

Patterns of Profit—Eight Years of Operation In a Typical Market: Charles H. Tower, NAB.

What Can Automation Do For My Station?: Presiding: Harold P. See, KRON-TV San Francisco; *Panelists:* W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Edgar B. Stern Jr., WDSU-TV New Orleans; A. Prose Walker, NAB.

7:30 p.m.

Palladium

ANNUAL CONVENTION BANQUET

Thursday, May 1

REGISTRATION: 9 a.m.-5 p.m., Biltmore.

EXHIBITS: 9 a.m.-2 p.m., Biltmore, Statler.

10 a.m.-noon
Statler, Pacific Ballroom

RADIO MANAGEMENT CONFERENCE: All-Industry Radio Music License Conference: *Chairman Pro Tem:* Robert T. Mason, WMRN Marion, Ohio.

10 a.m.-11 a.m.
Biltmore, Music Room

TELEVISION MANAGEMENT CONFERENCE: *Presiding:* Mr. Brown.

Comments on Color: Panelists: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Owen W. Saddler, KMTV (TV) Omaha, Neb.; Robert D. Swezey, WDSU-TV New Orleans.

11:15 a.m.-noon
Biltmore Theatre

TvB PRESENTATION: *"E-Motion"*—Norman (Pete) Cash, George Huntington, Howard Abrahams, Walter McNiff, William B. Colvin, all of TvB.

12:30 p.m.
Biltmore Bowl

LUNCHEON: 12:30 p.m.—*Presiding:* Mr. Fellows; *Invocation:* Dr. Clair B. Gahagen, First Presbyterian Church of Hollywood.

Salute to Dinah Shore.

Presentation to industry: Norman Hagen, public information coordinator, U. S. Weather Bureau.

ANNUAL BUSINESS MEETING

ADJOURNMENT

SIDEBAR MEETINGS, EVENTS

Friday, April 25

9:30 a.m.-noon **ABC-TV PRIMARY AFFILIATES:** Beverly Hills Hotel.

5 p.m.-7 p.m. **FM DEVELOPMENT ASSN.:** Buffalo Room, Statler.

Saturday, April 26

10 a.m.-noon also *2 p.m.-5:30 p.m.* **FM DEVELOPMENT ASSN:** Buffalo Room, Statler.

Noon-6 p.m. **RCA:** Sales meeting, Conference Room 2, Biltmore.

1 p.m.-6 p.m. **ASSN. OF MAXIMUM SERVICE TELECASTERS:** Board of Directors, Conference Room 9, Biltmore.

6 p.m. **ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION:** Board of Directors, Conference Room 6, Biltmore.

Sunday, April 27

9 a.m.-9 p.m. **ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION:** Membership meeting, Conference Room 1, Biltmore.

10 a.m. **KABC-TV LOS ANGELES:** Timebuyers tour.

10 a.m.-12:30 p.m. **ASSN. OF MAXIMUM SERVICE TELECASTERS:** Membership meeting, Music Room, Biltmore.

10 a.m.-2 p.m. **BROADCAST MUSIC INC.:** Board meeting and luncheon, Cleveland and Mission Rooms, Statler.

12:30 p.m. **ASSN. OF MAXIMUM SERVICE TELECASTERS:** Board of Directors, Conference Room 4, Biltmore.

1:30 p.m.-4:30 p.m. **FM DEVELOPMENT ASSN:** Buffalo Room, Statler.

2 p.m. **ABC-TV AFFILIATES:** Membership meeting, Sierra Room, Statler.

2 p.m.-5 p.m. **COMMITTEE FOR COMPETITIVE TELEVISION:** Membership meeting, Detroit Room, Statler.

3 p.m.-6 p.m. **MUTUAL BROADCASTING SYSTEM:** Affiliates meeting-reception, Conference Rooms 2, 3, 4, Biltmore.

3:30 p.m.-5 p.m. **DAYTIME BROADCASTERS ASSN.:** Meeting, Conference Room 8, Biltmore.

5 p.m.-8 p.m. **WESTINGHOUSE BROADCASTING:** Reception, Golden State Room, Statler.

Monday, April 28

8 a.m.-9:30 a.m. **QUALITY RADIO GROUP:** Breakfast, Biltmore.

10 a.m.-3:30 p.m. **DISNEYLAND TOUR.**

10 a.m.-5 p.m. **TV CODE BOARD:** Conference Room 5, Biltmore.

Noon **TELEVISION PIONEERS:** Barbecue luncheon, Biltmore Bowl.

4 p.m. **CBS-TV TEA PARTY:** Affiliates' ladies. *5:30 p.m.* **CBS-TV COCKTAIL PARTY:** Affiliates. Both Television City.

5:30 p.m. **FILM DISTRIBUTORS RECEPTION:** Beverly Hilton.

7 p.m. **NBC DINNER:** Cocoanut Grove, Ambassador.

Tuesday, April 29

8 a.m.-9:30 a.m. **TV STATIONS INC.:** Breakfast, Music Room, Biltmore.

Noon **FASHION LUNCHEON:** Beverly Hilton.

5:30 p.m.-7 p.m. **SOUTHERN CALIFORNIA BROADCASTERS ASSN.:** Reception, Pacific Ballroom, Statler.

7 p.m. **BROADCAST PIONEERS:** Banquet, Golden State Room, Statler.

Wednesday, April 30

8 a.m.-9:15 a.m. **SMALL TELEVISION MARKETS COMMITTEE (of CBS-TV Affiliates Assn.):** Breakfast, Music Room, Biltmore.

Noon **QUEEN FOR A DAY:** Luncheon and broadcast, Moulin Rouge Restaurant.

WHERE TO FIND IT

The second floor of the Biltmore will be devoted exclusively to exhibits. Other exhibits will be located in the Grand Ballroom and Ballroom Foyer of the Biltmore and in the Assembly, Garden, Los Angeles and Wilshire Rooms on the ballroom (mezzanine) floor of the Statler.

The hotels do not assign rooms or suites prior to registration, so hospitality suites are presently identified only by hotel. When the convention opens, NAB will post giant directory boards in the lobbies of both the Biltmore (Management Conference headquarters) and Statler (Engineering Conference headquarters) showing where all associate members' suites are located.

Room designations in roman type are in the Biltmore Hotel, whereas those in italics are in the Statler Hotel. (E) indicates exhibitor. (H) indicates hospitality suite.

EQUIPMENT MANUFACTURERS

Adler Electronics . . (E) *Wilshire Room, Space 5* (H) Statler
Alford Mfg. . . . . (E) *Wilshire Room, Space 2*
Ampex . . . . . (E) *Wilshire Room, Spaces 1-11* (H) Biltmore
Browning Labs . . . . . (E) Room 2208
Bryg Inc. . . . . (E) *Wilshire Room, Space 8*
Caterpillar Tractor . . . (E) Ballroom, Space 6
Century Lighting . (E) Ballroom Foyer, Space 2
Collins Radio . . . . . (E) Ballroom Foyer, Space 1
Conrac . . . . . (E) *Wilshire Room, Space 4*
Continental Electronics . . . . . (E) Room 2122
Dresser-Ideco . . . . . (E) Rooms 2204-05-07
Electronic Applications . . . . . (E) Rooms 2105-06
Foto-Video Labs . . . . . (E) *Los Angeles Room*
Gates Radio . . . . . (E) Ballroom Foyer, Space 3
General Electric . . . . . (E) *Garden Room* (H) Statler
General Electronic . . . . . (E) Room 2317
General Precision . . . . . (E) Rooms 2229-32
General Radio . . . . . (E) *Wilshire Room, Space 10*
The Harwald Co. . . . (E) Ballroom Foyer, Space 4
Houston-Fearless . . . . . (E) Rooms 2110-11
Hughey & Phillips . . . . . (E) Rooms 2216-17 (H) Statler
Industrial Transmitters & Antenna (E) *Wilshire Room, Space 9*
Kahn Research Labs (E) *Wilshire Room, Space 9-A*
Kin Tel . . . . . (E) *Wilshire Room, Space 13*
Kliegl Bros. . . . . (E) *Wilshire Room, Space 7*
Ling Systems . . . . . (E) *Wilshire Room* (H) Statler
Magnetic Sound Camera . . . . (E) Room 2237
Prodelin . . . . . (E) Room 2234
RCA . . . . . (E) Rooms 2226-27-28 and Biltmore Ballroom, Space 7 (H) Biltmore
Raytheon . . . . . (E) *Los Angeles Room*
Rust Industrial . . . . . (E) Rooms 2212-14
Sarkes Tarzian . . . . (E) *Wilshire Room, Space 17*
Schafer Custom Engineering (E) *Wilshire Room, Space 12*
Stainless . . . . . (H) Statler
Stancil-Hoffman . . . . . (E) Room 2309
Standard Electronics (E) Rooms 2202-03 *Wilshire Room, Space 3* (H) Statler
Telechrome Mfg. . . . (E) *Wilshire Room, Space 16*
TelePrompTer . . . . . (E) Ballroom, Space 5
Television-Zoomar . . . . . (H) Statler
Utility Tower . . . . . (E) *Los Angeles Room*
Visual Electronics . . (E) *Wilshire Room, Space 15*

GOVERNMENT

U. S. Armed Forces . . . . . (E) Rooms 2119-20-21
U. S. Army (E) Rooms 2307-08 and *Assembly Room*
U. S. Treasury . . . . . (E) Room 2116

NETWORKS

ABC Radio and ABC-TV . . . . . (H) Biltmore
CBS Radio . . . . . (H) Engineers Club, Biltmore
CBS-TV . . . . . (H) Engineers Club, Biltmore
Keystone Broadcasting System . . . . (H) Biltmore
Mutual . . . . . (H) Biltmore
NBC Radio and NBC-TV . . . . . (H) Biltmore
NTA Film Network . . . . . (E) Rooms 2341-44 (H) Biltmore

NEWS SERVICES, PUBLICATIONS

Advertising Age . . . . . (E) Room 2130 (H) Biltmore
Associated Press . . . . . (H) Statler
Billboard . . . . . (E) Room 2117
Broadcasting . . . . . (H) Biltmore
International News Service-Telenews (E) Room 2131
Radio-Television Daily . . . . . (E) Rooms 2128-29
Sponsor . . . . . (E) Room 2340 (H) Statler
Standard Rate & Data . . . . . (H) Biltmore
Telefilm Magazine . . . . . (E) Room 2104
Television Magazine . . . . . (H) Statler
United Press . . . . . (H) Biltmore
United Press Movietone News . . . . (E) Room 2326
U. S. Radio . . . . . (E) Room 2133
Variety . . . . . (E) Room 2235

PROGRAM SERVICES

AAP . . . . . (E) Rooms 2345-46-48-50-52
ABC Film Syndication . . . . . (E) Rooms 2356-57
M & A Alexander Productions (E) Rooms 2354-55
Broadcast Music Inc. . . . . (E) Rooms 2107-08 (H) Biltmore
CBS Television Film Sales . . (E) Rooms 1348-50-52
Community Club Services . . . . . (H) Statler
Flamingo Telefilm Sales . . . . . (E) Room 2319
Harry S. Goodman Productions (E) Rooms 2102-03
Governor Television Attractions (E) Room 2331 (H) Statler
Guild Films . . . . . (E) Rooms 2324-25
Hollywood Television Service . . . . (E) Room 2337 (H) Biltmore
Lang-Worth Feature Programs (E) Rooms 2305-06 (H) Biltmore
MCA-TV . . . . . (H) Biltmore
MGM-TV . . . . . (E) Rooms 2333-34-35
Magne-Tronics . . . . . (E) Room 2359
Medallion Tv Enterprises . . . . . (E) Room 2358
Modern Talking Picture Service (E) Room 2225
Muzak . . . . . (H) Biltmore
National Telefilm Assoc. . . . . (E) Rooms 2328-30
Official Films . . . . . (E) Rooms 2322-23 (H) Biltmore
RCA Recorded Program Services (E) Rooms 2300-01-02
Screen Gems . . . . . (E) Rooms 2303-04
SESAC . . . . . (E) Rooms 2134-35 (H) Biltmore
Standard Radio Transcription Services (E) Room 2361
Sterling Television . . . . . (E) Room 2219
Telemat . . . . . (E) Rooms 2320-21
Television Programs of America (E) Rooms 2221-23
Trans-Lux Television . . . . . (E) Rooms 2215-2362
World Broadcasting System . . (E) Rooms 2200-01
Ziv-Economee Television Programs (E) Rooms 2100-01
Ziv Television Programs . . . . (E) Rooms 2338-39 (H) Statler

RESEARCH ORGANIZATIONS

American Research Bureau . . . . . (H) Biltmore
A. C. Nielsen . . . . . (E) Rooms 2112-15
The Pulse . . . . . (H) Biltmore

STATION GROUPS

Westinghouse Broadcasting Co. . . . (H) Biltmore

STATION REPRESENTATIVES

Avery-Knodel . . . . . (H) Town House
John Blair, Blair Tv and Blair Television Assoc. . . . . (H) Chapman Park
The Bolling Co. . . . . (H) Biltmore
The Branham Co. . . . . (H) Biltmore
CBS Tv Spot Sales . . . . . Unassigned
Henry I. Christal . . . . . (H) Biltmore
Everett-McKinney . . . . . (H) Town House
Forjoe and Forjoe Tv . . . . . (H) Biltmore
Gill-Perna . . . . . (H) Biltmore
Harrington, Righter & Parsons . . . . (H) Statler
Headley-Reed . . . . . (H) Statler
H-R Reps and H-R Tv . . . . . (H) Chapman Park
George P. Hollingbery . . . . . (H) Statler
The Meeker Co. . . . . (H) Statler
John E. Pearson and Pearson Tv (H) Town House
Peters, Griffin, Woodward . . . . . (H) Town House
Edward Petry & Co. . . . . (H) Biltmore
Rambeau, Vance, Hopple . . . . . (H) Biltmore
Paul H. Raymer . . . . . (H) Biltmore
Venard, Rintoul & McConnell . . . . . (H) Statler
Weed & Co. . . . . (H) Town House
Adam Young . . . . . (H) Ambassador

TELEPHONE AND TELEGRAPH COMPANIES

American Telephone & Telegraph . . . . (H) Statler

TRADE ASSOCIATIONS

Academy of Television Arts & Sciences . . . . . (E) Room 2318

NAB Convention Offices

Convention Manager . . . . . Room 1339
Everett E. Revercomb, Sec.-Treas.
Engineering Conference . . . . *Washington Room*
A. Prose Walker, Manager
Convention Exhibits . . . . . Room 1339
George E. Gayou, Exhibit Manager
Registration Desk . . . . . Galeria Floor
William Walker, Asst. Treas.
Convention News . . . . . Galeria Room
Donald N. Martin, Asst. to the President for Public Relations
Program Coordinator . . . . . Room 1356
Howard H. Bell, Asst. to the President for Joint Affairs

NAB Staff Offices

Radio . . . . . Room 1358
John F. Meagher, Vice President
Television . . . . . Room 1361
Thad H. Brown Jr., Vice Presider.
Employer-Employe Relations . . . . . Room 1337
Charles H. Tower, Manager
Government Relations . . . . . Room 1356
Vincent T. Wasilewski, Manager
Legal . . . . . Room 1356
Douglas A. Anello, Chief Attorney
Organizational Services and APBE . . Room 1337
Frederick H. Garrigus, Manager
Research . . . . . Room 1338
Richard M. Allerton, Manager
Station Relations . . . . . Galeria Floor
William Carlisle, Manager
Television Code Affairs . . . . . Room 1338
Edward H. Bronson, Director

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A word about the wonderful service rendered by your stewardess. She took the time and trouble to remember the name of each passenger and addressed us by name throughout the flight."
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AMERICAN AIRLINES
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THE CONSIDERABLE ALLURES OF L.A.

Convention city has many attractions for man with time—and money

BY BRUCE ROBERTSON
Senior Editor, Hollywood

Los Angeles is a great place to visit. If you're going to the NAB Convention and haven't been to Los Angeles recently you may find the following tips helpful. If you're a regular visitor, you probably know how to find what you want better than we can tell you, although even you may not know that drive-it-yourself car rentals have just gone up to $9 a day and 9¢ a mile for the low-priced three, with Jags, T-Birds and Corvettes now $15 a day and 12¢ a mile, if you're the racy type. Or that the Los Angeles Dodgers will be playing at home (meaning the Coliseum) next weekend (Friday night, Saturday and Sunday afternoon) against St. Louis and on May 1 (night), 2 and 3 (afternoons) against Pittsburgh.

Car rentals are important for L.A. visitors because distances are great, public transportation facilities are few and slow and cab fares are higher than in most other cities: 70¢ the first mile and 30¢ a mile thereafter. From the Biltmore to Hollywood & Vine costs about $2.70 by cab; it's also approximately $2.70 to CBS-TV in West Hollywood, $2.20 to ABC-TV in the Los Feliz section, and $4 to NBC-TV in Burbank; $3 to one of the eating places on La Cienega's Restaurant Row, and $3.50 to the Beverly Hilton in Beverly Hills. To Disneyland there's a flat cab fare of $13. Consolation note: Five can ride as cheaply as one.

So, if you're planning a lot of business calls and/or sightseeing and are good at map-reading (few streets run straight for long in Southern California), renting a car may be a good idea. Note of caution: Avoid the freeways during rush hours. Second note of caution: Los Angeles police take a very dim view of drunken driving and define the term much more rigidly than you or I would. One fine would pay a lot of cab bills, even in L.A.

With those hard facts of life out of the way, we can turn to more pleasant subjects. Such as eating, and you've seldom been anywhere with better restaurants or a greater variety. Starting at home base, the Biltmore restaurants are rated highly by local residents. The Windsor, the Dales, the Secret Harbor and the Cove are other recommended eating places within easy and relatively inexpensive cabbing distance. Also in the downtown area are Chinatown and the Mexican show place, Olvera St., both worth visiting for souvenirs or just plain looking. Eat at Man Jen Low in Chinatown, at La Golondrina on Olvera St. (and you'll also see a Mexican floorshow in the evening).

There are other foreign-atmosphere restaurants worth sampling if you're in the mood. For Italian cuisine try Hollywood's Villa Capri (a favorite hangout of Frank Sinatra, possibly because he owns it) or Belgian-Frascati's on the Sunset Strip. For Scandinavian: the Bit of Sweden and Scandia (just moved into new quarters), also on the Sunset Strip. For South Sea Island fare: Don the Beachcomber's in Hollywood, the Luau (owned by Stephen Crane, currently in the news as the father of Lana Turner's daughter, Cheryl Crane) in Beverly Hills, and The Traders at the Beverly Hilton. For the roast beef of Olde England, or steak and kidney pie if you prefer (or both—it's buffet), try the Cock and Bull on the Sunset Strip.

(The Strip is so-named because for several miles Sunset Blvd. and a block or two on either side is not a part of the city of Los Angeles but is an unincorporated part of Los Angeles County.)

The saying is "you can't go wrong on Restaurant Row on La Cienega Blvd." which offers just about every kind of food you can imagine. There's the Captain's Table for seafood, the House of Murphy for corned beef and cabbage and Lowry's for prime ribs, to name only a few.

For really posh dining in the best continental manner there are Perino's on Wilshire, LaRue's on Sunset, Chasen's on Beverly Blvd. and Romanoff's on Rodeo Dr. in Beverly Hills. (But bring money.)

Los Angeles has its full quota of night clubs and like the restaurants they come in all styles and prices. The biggest show will probably be found at the Moulin Rouge on Sunset, with a cast of 100 including stars, showgirls, jugglers and the whole extravaganza bit (reasonably priced, too). Farther out on Sunset, the Macombo and the Crescendo feature headline talent, as do the hotel night rooms (Nat "King" Cole is now at the Ambassador's Cocoanut Grove, with Russ Morgan and his orchestra playing for

L.A. FREEWAY COMPLEX: CHALLENGE TO CONVENTIONEERS

dancing). Or maybe you'd prefer to drive out to the Aragon Ballroom on Lick Pier at Ocean Park to dance to the music of Lawrence Welk and his Champagne Orchestra (Friday and Saturday).

If you're a golfer you'll certainly want to compete for the BROADCASTING Cup on April 28 at Los Coyotes Country Club, a sporty course you've probably not played as it opened only last fall. (No car worries; BROADCASTING will take you out and bring you back to town by chartered bus.) Other country clubs are all over the map, plus a score of public and daily fee courses.

Whatever you plan on doing, so long as you're going to get out of the hotel at all, you'll be glad to learn that Dr. Irving P. Krick and his Univac predict a rainless week for Los Angeles. Harry Geise, Krick executive and weather broadcaster on KNX and KNXT (TV), says that first of the week temperatures will be slightly below the normal high of 71 and low of 53, with end-of-week temperatures a little above normal. Some clouds in mornings, but sunny afternoons. So leave tweeds and heavy worsteds at home, bring Palm Beach suits but add a topcoat for evenings, especially if you're going to be in the mountains or near the sea.

From there on, it's pretty much up to you how you spend your free time. The most popular tourist attraction—and a *must* if you have the family along—is Disneyland. Almost as popular is Forest Lawn, where the world's largest religious painting (Jan Styka's "The Crucifixion") and a stained glass reproduction of "The Last Supper" are displayed hourly. The Farmers Market, on Fairfax not far from CBS-TV, is a vast assembly of stalls and shops where you can have lunch, do today's marketing, buy a complete wardrobe and/or pick up souvenirs for friends back home. A few blocks away are the La Brea tar pits, where the bones of prehistoric monsters were preserved. A different sort of preservation is the ghost mining town at Knott's Berry Farm, near Disneyland, where history and hokum are combined in an entertaining fashion. Good food, American style.

If this is your first visit to Southern California, you'll want to see the Pacific Ocean (less than an hour's drive straight out Wilshire to Santa Monica). The drive either way along the coast is scenically rewarding or you can take a boat to Catalina Island in the morning, returning the same afternoon, a little more than two hours each way. (You can also fly, if time's pressing.) Drive east to Palm Springs for a look at luxury in the desert, along with citrus groves, date farms and the coastal mountains. Drive north to Mt. Wilson for a mile high view of the city, ocean and (on a clear day) Catalina Island.

Nearer the hotel, the tower of City Hall also offers a good view of the Los Angeles area plus an art exhibit. The Civic Center under construction around City Hall (due for completion by 1960 and $70 million is in the bank to pay for it) also includes the new Police Administration Bldg. you've seen so often (in replica on *Dragnet*). The public library (see the murals) is across the street from the Biltmore and (for a change) a transportation bargain is only a block

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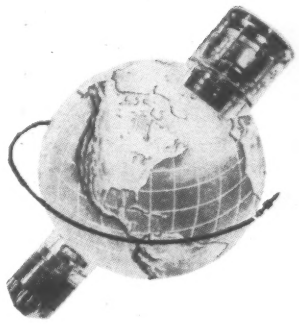

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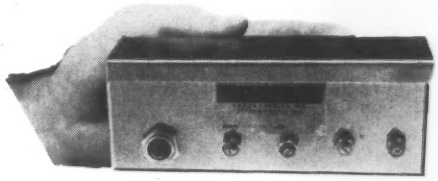

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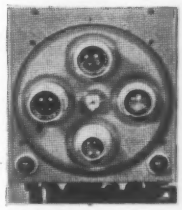

FEATURES

- New, All-Transistor Design
- High Conversion Efficiency
- Low Heat Dissipation
- Small Size, Light Weight
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away, "Angel's Flight," a one-block railroad running up the hill and back at 5¢ for the round trip.

In Hollywood, Columbia Square at Sunset and Gower, NBC's Hollywood Radio City at Sunset and Vine, MBS-Don Lee on Vine a little south of Sunset and ABC Radio on Vine a little north of it comprise the West Coast headquarters of network radio. (Don't worry because KNXT [TV], owned by CBS, is located in the Don Lee building along with Don Lee's KHJ-TV instead of at the CBS-TV center; that's just the way things are in Hollywood. Nor that Hollywood and Vine is as unglamorous a corner as could be found in the nation, with a department store, a chain drugstore, a lunchroom and an airlines office the eye-level view and no appropriate background for that memorable snapshot.)

More interesting are the Capitol Record Bldg., world's only circular office building, on Vine just north of Hollywood Blvd., Grauman's Chinese Theatre where "The Windjammer" is introducing the Cinemiracle process of panoramic movies behind the courtyard of famous footprints on Hollywood Blvd.; the talking elevators of the Hollywood Roosevelt, across the street from the Chinese Theatre; Music City, a music supermarket, on Vine at Sunset; the modern buildings of Screen Actors Guild and Screen Directors Guild, farther west on Sunset, along with Schwab's drugstore, where stars in unglamorous blue jeans, frequently with offspring in tow, buy cigarettes and aspirin and drink coffee and discuss the state of movies, television and radio with writers, directors and stars of tomorrow in typical drugstore chats.

If you've a yen for lady luck and think it's reciprocated, $5 invested in cab fare will get you to Gardena, whose voters got ready for you by endorsing continuance of the town's poker palaces. Draw poker only, with stakes from 50 cents to $1 and $10 and $20, depending on which table you pick. Or if you really want to howl it up Las Vegas is only 75 minutes and less than $20 by plane. Cautionary note: better play it safe and buy a round trip for $37.50.

There are theatres where name stars are playing in Broadway hit shows of today ("Tunnel of Love" at the Huntington Hartford in Hollywood) or yesterday ("The King and I" with Gisele MacKenzie at Philharmonic Auditorium and "Teahouse of the August Moon" at Pasadena Playhouse) and many "off-Sunset" little theatres where unknowns are hoping to be seen by agents and casting directors. And there's "The Wayward Way," musical version of "The Drunkard," now in its 25th year at Theatre Mart. Finally, Eugene O'Neill's "Long Day's Journey Into Night" is at the Biltmore Theatre, a last-minute booking that took the theatre away from NAB's convention agenda.

Wilshire Blvd. combines New York's Fifth Ave. smart shops and Madison Ave. agency-filled office buildings in one long row, running from the Statler into Beverly Hills. For full information on the universities, museums, art exhibits, tours and how to get anyplace in the most convenient manner, consult the All-Year Club, on Sixth St., only a couple of blocks from the Biltmore.

P.S. If you want to see the inside of a movie studio and are not a big buyer rating the VIP treatment, the Tanner Grey Line has a tour which takes you right through the Universal-International lot.

THE TECHNICAL PAPERS

Newest techniques in broadcast engineering, with a touch of economics, will be discussed in detail by speakers at the 12th annual Broadcast Engineering Conference to be held April 28-May 1 in Los Angeles. Joseph Epperson, WEWS (TV) Cleveland, is chairman of the conference program committee. Meetings will be held at the Hotel Statler, starting at 9 a.m. Monday, April 28. A. Prose Walker, NAB engineering manager, is conference arrangements director.

The four days of programming will cover developments in color and black-and-white magnetic tape for television. As was the case a year ago, automation processes and remote control will be explored. A paper on remote control will show how the technique works in the case of high-power transmitters.

Antenna papers will deal with the stability of directional antennas and a new vhf antenna. Amplifier progress will be discussed. Multiplexing developments will be the subject of papers along with radio remote pickup equipment. Application of transistors to broadcast equipment by leading manufacturers will be explained. A paper on small-market television will cover the economic and technical aspects of this type of station.

NAB President Harold E. Fellows will address the Monday luncheon. Sir Harold Bishop, of the British Broadcasting Corp., will tell how the 405-line tv standard is utilized to secure good definition, speaking at the Wednesday luncheon. Rear Adm. Charles F. Horne, USN (retired), vice president and division manager of Convair Division, General Dynamics Corp., will speak on guided missiles at the Thursday luncheon.

Engineering delegates will take part in the keynote session of the NAB Management Conference the morning of April 29 and the next morning will join with management in the annual FCC roundtable.

MONDAY MORNING

9 a.m.—Golden State Room

Presiding: **GEORGE HIXENBAUGH**, chief engineer, WMT Cedar Rapids, Iowa.

Opening Remarks: **RAYMOND F. GUY**, NBC.

9:20-9:45 a.m.

RIENZO

USE OF TRANSISTORS IN THE COMMUNICATIONS FIELD *John J. Rienzo, Sylvania Electric Products.*

This paper will include a resume of transistor parameters—of primary importance in the communications field. This will include a basic equivalent circuit for a transistor. Upon this basic equivalent circuit, an outline of the progress being made in transistor design will be shown. To show how these improvements are made, some manufacturing techniques will be discussed. With this background material, the subject of transistors in the communications field will be enlarged to highlight various types of transistors and show the circuits in which they are applicable.

9:50-10:05 a.m.

STARNER

REMOTE CONTROL OF HIGH POWER TRANSMITTERS *Charles J. Starner, RCA.*

Remote control operation of 50 kw standard band am transmitter, employing the phase-to-amplitude system of modulation, will be discussed. This transmitter is designed for remote control operation and major emphasis will be placed upon design solutions utilized to satisfy the requirements imposed by remote control operation. Control function switching from a remote to a local bus is included to facilitate local testing and maintenance. Information concerning circuit simplicity and stability plus a wide factor of safety in component application as well as duplicate modulators arranged for remote switching will be provided.

10:10-10:35 a.m.

WALKER

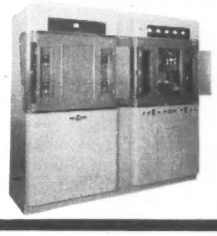
CURRENT STATUS OF REMOTE CONTROL AND AUTOMATIC OPERATION *A. Prose Walker, manager of engineering, NAB.*

The Engineering Dept. of NAB is currently engaged in a program of modernizing engineering concepts. This modernization program began in 1953 with the authorization of remote control on a limited basis. The second step in this program was concluded when the FCC in 1957 extended remote control to all stations regardless of power or antenna system. A third step has recently been taken with the filing of a petition

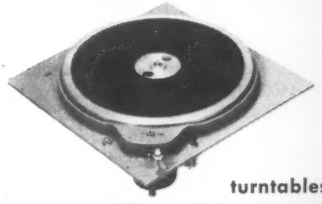
Sneak Preview

THE NAB SHOW

starring



transmitters and phasors



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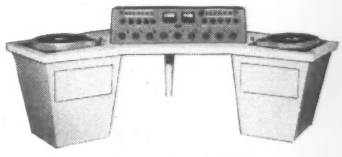

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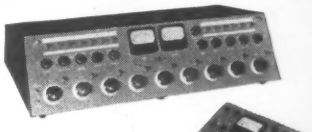

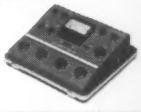

consoles and remotes

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COLLINS

CREATIVE LEADER IN COMMUNICATION

with the Commission for relaxation of the frequency deviation logging requirement. The fourth and current step is a system now being field tested for automatic logging. These current activities plus other departmental developments will be discussed in detail.

10:40-11:05 a.m.

PRESTHOLDT

THE EFFECTS OF RE-RADIATION FROM TELEVISION TOWERS AND OTHER STRUCTURES UPON DIRECTIONAL ANTENNAS *Ogden L. Prestholdt, senior project engineer, Engineering Dept., CBS-TV.*

Antenna towers and other structures in the presence of strong radio frequency fields are capable of re-radiating sufficient energy to affect the pattern of a directional antenna. A simple study for the very thin antenna is included along with the more rigorous study for antennas of practical cross-section. Graphical integration is used to evaluate re-radiation for the more rigorous current distributions in selected antenna lengths. Experimental techniques for the measurement of re-radiation from actual structures will be discussed. Consideration will be given to methods of reducing the re-radiation and the results of model tests to effect this reduction are discussed.

11:10-11:45 a.m.

BARR

REQUIREMENTS OF COMMISSION RULES GOVERNING STANDARD AND FM BROADCAST OPERATION, PARTICULARLY WITH RESPECT TO REMOTE CONTROL OF TRANSMITTERS AND AUTOMATIC LOGGING OF TRANSMITTER OPERATING CHARACTERISTICS *James E. Barr, assistant chief, Broadcast Bureau, FCC.*

Recent amendments to Commission rules make provision for the operation by remote control, under specified conditions, of all standard broadcast and fm transmitters. Until adoption of recent amendments remote control of stations employing directional antennas and those with transmitters operating at power levels above 10 kw was not permissible. The extreme complexity and narrow tolerance requirements of a large number of the directional antennas installed within the last 10 years were the basis for exceptions to the original remote control rules. The reasons for making these exceptions in the first place and the additional restrictions that are presently involved when a directional antenna is involved will be discussed.

MONDAY AFTERNOON

2:30 p.m.—Golden State Room

Presiding: **EDWARD BENHAM,** chief engineer, KTTV (TV) Los Angeles.

Session Coordinator: **JAMES D. RUSSELL,** president-general manager, KKTV (TV) Colorado Springs, Colo.

2:30-2:55 p.m.

CURRENT AND FUTURE TELECASTING WITH THE AMPEX VR-1000 *Charles P. Ginsburg, manager of advanced video-tape development, Ampex Corp.*

GINSBURG

Current and future practices in the television industry demand videotape recording equipment which will not become obsolete as new features are required. Since introduction of the Ampex videotape recorder at the 1956 NAB convention in Chicago, many important development, such as color, have been introduced as adaptations to the basic recorder. These developments and their applications to past and current models will be discussed. Reference will be made to tape interchangeability, splicing and editing, special effects and improved synchronization of picture and sound.

3-3:25 p.m.

LIND

COLOR VIDEOTAPE RECORDER *A. H. Lind, manager of audio and mechanical devices engineering, RCA.*

The importance of videotape is just being felt throughout the industry as more and more use is made of this development, not only by the networks but also by independent stations. New programming techniques will be developed which will utilize videotape and it is anticipated that entirely new programming concepts will follow. New problems will arise which will require accurate solutions. This paper will highlight a general description of the RCA color videotape recorder. This will be followed by a more detailed description of the handling of a composite color video signal through the recorder-reproducer system.

3:30-3:55 p.m.

WIGGIN

A NEW THREE-IMAGE ORTHICON COLOR CAMERA *Joseph F. Wiggin, consulting engineer, General Electric.*

A new three-image orthicon color camera has been designed by General Electric for broadcast use. Minimum size and weight, ease of operation and good operational stability were the principal design objectives for the new camera. A new optical system design gives improved performance and allows reduction of the length and width of the camera. Use of transistors and printed wiring in some circuits also contributes to the compactness of design as well a reducing heat and microphonics. All these will be discussed plus other features of the camera including special sweep circuit techniques to improve registration stability, and a single camera cable of new design.

4-5 p.m.

THORPE

WHALLEY

NETWORK TRANSMISSION COMMITTEE PANEL DISCUSSION *John Thorpe, customer service engineer, Long Lines Dept., AT&T; Wilfrid B. Whalley, senior project engineer, CBS-TV; John Serafin, transmission supervisor, ABC; Howard C. Gronberg, supervisor of tv transmission, NBC; Frank L. Freiberger Jr., Pacific Telephone & Telegraph.*

The Network Transmission Committee (NTC) was organized as a study group under the Video Transmission Engineering Advisory Committee (VITEAC) in late 1954 to promote cooperative work between the broadcasters and the telephone company in matters concerning the transmission of video and audio signals. It is concerned with chronic operating problems, long-range network transmission arrangements and the standardization of test signals and methods. A number of specific projects are now under study, such as the development of a suitable low impedance one volt standard and the effect of gray scale non-linearity on picture. The panel discussion will center around such activities.

SERAFIN

GRONBERG

FREIBERGER

TUESDAY AFTERNOON

2:30 p.m.—Golden State Room

Presiding: **E. C. FRASE JR.,** chief engineer, WMC-WMCT (TV) Memphis, Tenn.

Session Coordinator: **MAX BICE,** chief engineer, KTNT-TV Tacoma, Wash.

2:30-2:55 p.m.

OLIVE

ANALYSIS OF COMPATIBLE SINGLE SIDEBAND SYSTEM *George A. Olive, research engineer, RCA Labs.*

Some properties and characteristics of the Kahn compatible single sideband system which can be discovered by mathematical analysis will be presented. Included will be a complete spectrum analysis with single tone modulation and a calculation of the distortion which results under certain types of bandwidth limiting; a limited amount of multi-tone analysis and a discussion on the effect of various operating parameter adjustments on the spectral characteristics.

3-3:25 p.m.

FACTUAL OPERATION AND RESULTS ON COMPATIBLE SINGLE SIDEBAND *Robert M. Morris, radio facilities engineer, ABC; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.; Lucien E. Rawls, supervisor of research and development, WSM Nashville, Tenn.*

Much has been said and written about the latest development in am broadcasting, compatible single sideband. Since the last NAB convention, when this system was discussed, several 50 kw stations have installed CSSB equipment and have conducted tests as to its merits and capabilities. These tests were undertaken to evaluate such conditions as a reduction

MORRIS

HARMON

RAWLS

TUBE A
"35,177 HOURS ON-AIR ...and going strong"

TUBE B
"26,000 HOURS ON-AIR ...and going strong"

TUBE C
"30,000 HOURS ON-AIR ...and going strong"

TUBE D
"35,047 HOURS ON-AIR ...and going strong"

TUBE E
"26,000 HOURS ON-AIR ...and going strong"

TUBE F
"26,000 HOURS ON-AIR ...and going strong"

TUBE G
"26,000 HOURS ON-AIR ...and going strong"

"TUBE OF THE HOURS"

"Tube #U-671 was placed in service in October of 1952 in our TT25AL power amplifier... this tube (RCA-5762 serial U-671) is presently in use with 35177 total hours of service and so far as I can see is still in normal operating condition. Tube #U-627 has 35047 hours of active service under the same conditions.

NEVIN L. STRAUB, *Vice President and Technical Director WJAC-TV"*

"The life of the RCA-5762 tubes in our RCA TT-25BH transmitter has far exceeded the most optimistic predictions. With four of the original tubes still in use after 26,000 hours, the average life of the fourteen original tubes in the amplifier now stands at 15,740 hours per tube.

RAY BOYD
V.P. & Dir. of Engineering KNOE-TV"

"30,000 hrs. is a long life even for an exceptional tube in television. Even more important is the security afforded by the consistent performance of RCA-5762's.

TELEVISION STATION KSD-TV
J. E. Risk"

The confirmed reports presented here are examples of the extended life that many television stations find it possible to get from RCA Power Tubes—above and beyond the span of "normal" service. This is the kind of performance that lowers tube cost per hour of transmitter operation—and contributes to economy of station maintenance.

The long-term performance of RCA-5762's is just one instance among many where RCA Power Tubes are paying off for broadcast and television stations every day.

Your RCA Industrial Power Tube Distributor is on STANDBY to meet your needs for RCA tubes of every type.

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RADIO CORPORATION OF AMERICA
Electron Tube Division ***Harrison, N. J.***

in co- and adjacent-channel interference, fading and distortion, a possible improvement in signal-to-noise ratio and a reduction in interference to am reception from horizontal oscillators of television receivers. This panel discussion will report the results of these tests.

3:30-3:55 p.m.

BROWN

DESIGN METHODS TO IMPROVE THE STABILITY OF AM DIRECTIONAL ANTENNA SYSTEMS *Dr. George H. Brown, chief engineer, Industrial Electronic Products, RCA.*

On Sept. 15, 1957, the FCC amended its remote control rules to include stations operating with powers greater than 10 kw and/or a directional antenna. To comply with the new requirements, directional stations applying for remote control privileges must have an extremely stable antenna system and must also attest to its stability. This paper deals with a number of design factors which are important in achieving stability in am directional arrays. A method of inversion is displayed. This method enables the designer to obtain an alternate configuration when undesirable impedance values occur in a design. Extensive examples and illustrations are used.

4-4:25 p.m.

TOMBERLIN

MULTIPLEX OPERATION IN FM BROADCASTING *William Tomberlin, vice president in charge of engineering, KMLA (FM) Los Angeles.*

CROSBY

Murray G. Crosby of Crosby Labs., Hicksville, N. Y., will supplement the paper with a description of a compatible system of stereo transmission by fm multiplex.

This paper recounts the early stages of multiplex experimentation and development, leading to a more detailed discussion of multiplexing as an integrated, inter-dependent system comprised of seven important links. The paper also covers a concise report of comparatively recent and exhaustive tests conducted throughout the greater Los Angeles area. The concluding phase of the paper is devoted to a projection of possible future uses of multiplexing in fm broadcasting, together with the suggestion of certain operational standards which are felt should be adopted. This is a factual, operational report concerning multiplex transmission in one of the largest markets in the country.

4:30-5 p.m.

McGEE

BROADCAST APPLICATIONS OF UNI-LEVEL AMPLIFIERS AND LIMITING AMPLIFIERS *Archie A. McGee, project engineer, General Electric.*

Present-day broadcast program techniques have brought about more complex operational practices with the result that less effort is applied by the operator to maintain a high average audio level with a minimum of objectionable peaks. Automatic gain control applied on pre-amplifiers and program amplifiers can relieve the operator of many level control problems and, in many cases, can result in better over-all level control than was possible by manual means. Typical applications of automatic gain control pre-amplifiers and program amplifiers will be discussed along with how these units working with a high-speed peak limiting amplifier can give higher average modulation.

5-5:30 p.m.

GROVE

LOW COST REMOTE PICKUP EQUIPMENT CONSTRUCTION BY STATION PERSONNEL *William C. Grove, general manager-chief engineer, KFBC Cheyenne, Wyo.*

Since this article first appeared in the 4th edition of the *NAB Engineering Handbook*, it has continued to be one of the most popular technical articles to come out under that cover. The original article, published in 1949, dealt with the conversion of the BC 604 transmitter and the BC 603 receiver, a part of the War Dept.'s SCR 508 equipment, to operate in the remote pickup service in the 26 mc band. Since that time, many new circuit techniques have been perfected to improve the original conversion. Circuit modifications to increase frequency response, conversion for use with the newer 12-volt electrical systems and remote control operation will be discussed.

WEDNESDAY AFTERNOON

2:30 p.m.—Golden State Room

Presiding: **J. BARRY WATKINSON,** vice president and director of engineering, Cascade Broadcasting Co., Yakima, Wash.

Session Coordinator: **J. G. LEITCH,** vice president of engineering, WCAU Philadelphia

2:30-2:55 p.m.

MEADOWS

SMALL MARKET TELEVISION *F. Dan Meadows, commercial manager, Sarkes Tarzian Inc.*

The well-rounded engineer is aware of the economic considerations of television operation as well as his own special area of engineering. This paper summarizes the results of a recent survey among a number of small market television stations describing audience size, capital investment, gross sales volume, the time it takes to get "in the black," number of employes, type of programming and cost-saving ideas. The physical plant will be described in detail with reference made to new developments such as remote-controlled cameras, automatic slide projectors and video AGC amplifiers.

3-3:25 p.m.

FISK

THE TV HELICAL ANTENNA ADAPTED TO STRUCTURAL TOWER SHAPES *Ronald E. Fisk, television broadcast antenna specialist, General Electric (to be delivered by L. O. Krause, General Electric).*

This paper deals with the design and operation of the side-fire helical antenna which has been successfully used for vhf and uhf high-channel television transmission and has now been adapted for low-channel vhf service. An investigation of the properties of a helical radiator wound around a polygonal supporting structure has made possible the required increased pattern bandwidth and provided directional patterns for special television coverage applications. Through scale model work a ch. 2 directional antenna has been developed for installation around a triangular tower section.

KRAUSE

3:30-3:55 p.m.

HAMILTON

SYSTEM TEST TECHNIQUES AS RELATING TO TELEVISION TRANSMISSION *G. Edward Hamilton, chief engineer, WABC-TV New York.*

The importance of proper system performance in television operation cannot be over-emphasized. Proper test techniques and methods of evaluating daily system operation are musts in today's competitive system. This paper will describe television test techniques which are in daily use at the network level but are applicable to the independent operation. Three component tests will be discussed in detail: studio, transmitter and antenna system. The results of these tests can be used by the engineering director to assure his management that the technical operation of the station is satisfactory. These tests may also be utilized in spotting trouble in any one part of the system.

4-4:25 p.m.

ST. CLAIR

TV BROADCAST REPEATERS *Dr. Byron W. St. Clair, director of research and development, Adler Electronics Inc.*

There are several possible methods of rebroadcasting television signals to communities without coverage. These methods are on-channel boosting, translation from one vhf channel to another and translation from vhf or uhf to a uhf channel. Operation of vhf or uhf to uhf translators, generally the most feasible types, are permitted under FCC Rules with outputs up to 10 w. The most satisfactory system operates as a heterodyne repeater without demodulation of the signal in the process of conversion to another channel. Over 100 communities now receive their only television service in this fashion. This paper will describe such installations.

4:30-5 p.m.

PETIT

OPERATIONAL INSTALLATION AIDS FOR VIDICON EQUIPMENT *Joseph Petit, senior television project engineer, Kin Tel Div., Cohu Electronics Inc.*

Considerable experience has been gained in using vidicon equipment for a wide range of broadcast and industrial applications. Because of inherent differences between vidicons and other pickup tubes a series of techniques has been perfected for obtaining maximum performance from these units. Specific electronic optical and lighting con-

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siderations are discussed. Because of the vidicon's rugged construction and ability to take abuse it lends itself to a wide range of new operational techniques. Typical considerations in permanent scene set-ups, remote control and automatic operation are outlined. Additionally, a resume of characteristics, in particular sensitivity and resolution of available vidicon tubes, is presented.

THURSDAY MORNING

9 a.m.—Golden State Room

Presiding: **LESTER LEARNED,** *director in charge of engineering, MBS.*

Session Coordinator: **FRANK MARX,** *vice president, ABC.*

9-9:25 a.m.

KENNEDY

ELECTRONIC COMPOSITES IN MODERN TELEVISION *Ralph C. Kennedy, development laboratory, NBC; Frank J. Gaskins, television technical supervisor, Pacific Div., NBC.*

GASKINS

The subject of electronic composites is reviewed from the earliest known application of this art to the present day. Fades, dissolves and superimpositions are discussed first, followed by more elaborate effects such as split screen, wipe, geometric effects and insets. The application of these effects to color television is covered, as well as the Chrome-Key electronic video inset technique. All the various types of apparatus used in creating the different electronic composites are discussed and precautions are given to assure success by the operating personnel in properly constructing, painting, decorating and lighting sets and subject.

9:30-9:55 a.m.

EBEL

WHAT MANAGEMENT EXPECTS OF THE ENGINEER *A. James Ebel, vice president-general manager, KOLN-TV Lincoln, Neb.*

Over the past 30-odd years, the position of the chief engineer has evolved from that of a master technical mechanic to a responsible member of the executive staff of the station. This evolution has expanded the requirements for a good chief engineer to include not only technical but managerial qualifications. This paper includes a consensus of many top radio and television managers outlining what, in general, is expected from the engineering department.

10-10:25 a.m.

McLEAN

EQUIPMENT AND CAMERAS USED IN BBC TELEVISION STUDIOS *F. C. McLean, deputy chief engineer, BBC.*

This paper describes the equipment used in typical BBC television studios and control room and portrays in detail the equipment used and the facilities provided. BBC lighting practices, lighting values and methods are thoroughly examined along with the use of various types of cameras including the 3-inch image orthicon, the 4½-inch image orthicon and the CPS Emitron tubes. Detailed information will be given concerning the conditions under which these tubes are operated and the results obtained plus additional information pertaining to the methods adopted to maintain consistent picture quality.

10:30-10:55 a.m.

BENSON

MONOCHROME TELEVISION FILM STANDARDS *K. Blair Benson, senior project engineer, engineering department, CBS-TV; John R. Whittaker, engineering department, CBS-TV.*

WHITTAKER

The television system requirements and audience environment conditions differ materially from those common to motion picture theatre practice. It is necessary that the stands followed for the production and processing of films for television take into account these differences. In addition, the increased complexity of the combined motion picture and television system over the direct projection system limits the degree of freedom permissible in many phases of the operation.

11-11:25 a.m.

MORE

INFLUENCE OF COLOR TELECASTING ON TV LIGHTING *Herbert R. More, manager of television department, Kliegl Brothers.*

Many stations are now formulating plans to enter the field of live color production. The adaptation of existing black-and-white studio lighting facilities to this new undertaking is a problem which must be solved with as little obsolescence as possible. This paper will present a practical analysis of what happens to a monochrome lighting installation when adapting color. Actual conversions from monochrome to color as well as new color installations will be discussed and illustrated with slides. Detailed information concerning the effects of this change on facilities, power consumption, manhours and heat dissipation will be given.

11:30-12 noon

TOWN

A REPORT ON THE ENGINEERING ACTIVITIES OF TASO *Dr. George R. Town, director, Television Allocations Study Organization.*

During the past 14 months, the TASO panels and committees have made significant progress on their assigned task of developing a sound engineering basis for television allocations. The many studies now in progress may be grouped in four general classes relating respectively to equipment, techniques, propagation and subjective factors. Typical problems receiving attention in these four areas include performance of transmitters and receivers, sound-to-picture power ratio, specifications for measuring field strength and field surveys of television reception. These and other major activities will be reviewed and analyzed, and the current status of the work will be indicated.

New – SEND TEST SIGNALS DURING PROGRAMMING

THEY SEE PROGRAM While THEY CHECK TEST SIGNALS

TELECHROME MFG. CORP.

VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

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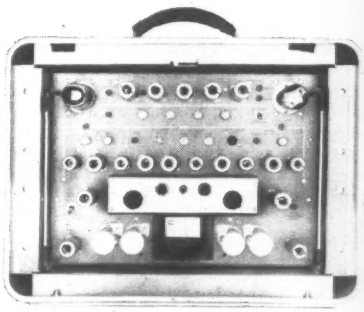
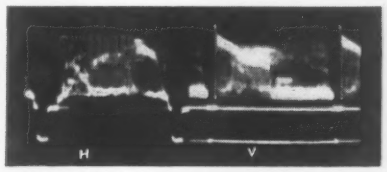


VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained power supply.

Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of program.



Video picture with multiburst test signal inserted, as seen on ordinary wave monitor.

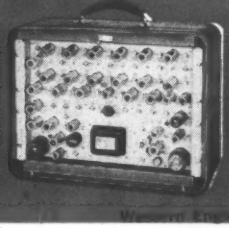
IMPORTANT:

Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately—manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC ITA (Brit.)

1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite synch. Variable duty cycle. Regulated power supply. 12¼" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.



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See Our Interesting Exhibit NAB SHOW—BOOTH 16

CONVENTION EXHIBITS

Exhibits of manufacturers, program and service firms taking part in the NAB convention in Los Angeles will be found on the Galeria and second floors of the Biltmore and the mezzanine floor of the Statler.

Heavy equipment exhibits will be scattered around the Galeria floor of the Biltmore and the Statler mezzanine. Light equipment and services will be concentrated on the second floor of the Biltmore. George Gayou of St. Louis is managing the exhibits for the third consecutive year.

Following are summaries of the individual exhibits which will be on display.

Equipment manufacturers

ADLER ELECTRONICS

Statler, Wilshire Room, Space 5

Two recent additions to the line will be displayed for the first time. The first is the 10-w, RT-3 repeater, to permit tv stations to pick up off the air signals and relay them in the uncrowded 2 kmc frequency range. Utilizing heterodyne repeater techniques this equipment allows multi-hop repeating without signal demodulation. With the addition at the input of an AVD-1 aural/visual driver, the RT-3 is suitable for STL, remote pickups and intercity relaying. The second is the UST-10, 10 w, tv translator-transmitter, which will be shown in conjunction with the new RA-7, 100 w uhf tv amplifier which extends the range of translators. Rounding out the exhibit will be the versatile USTA-4-S unitized uhf antenna which may be combined to form any practical horizontal coverage pattern.

Personnel: Ben Adler, Byron St. Clair, Edward Galuska, Emanuel Strunin, Martin Silver, Warren L. Braun, John Klindworth, Wilson Leeper, Robert J. Myers, James P. Quinn and Joseph De Bragga.

ALFORD MANUFACTURING

Statler, Wilshire Room, Space 2

Alford plans to have following equipment on display: television broadcast transmitting antennas, diplexers, coaxial switches, RF instruments and components.

Personnel: Harold H. Leach and Fred Abel.

AMPEX

Statler, Wilshire Room, Spaces 1-11, Foy and St. Louis Rooms

Video tape recording equipment will be displayed with entertaining types of demonstrations. A second display area will feature the full line of professional Ampex audio equipment, including latest magnetic recorders for professional use as well as multichannel recorders and magnetic tape duplicators. A hospitality area is planned.

Ampex will provide equipment and personnel for a recording service. ORRadio Industries will supply Irish recording tape. The service will include taping, packaging and shipment of news material from any broadcaster to his home station.

Personnel: George Long, Robert Sackman, Neal K. McNaughten, C. Robert Paulson, Charles P. Ginsburg, John M. Leslie, Charles E. Anderson, Joseph Roizen and district sales managers.

BROWNING LABS

Biltmore, 2208

A supplier of multiplex receivers, Browning Labs will unveil its new "Super X" line at the NAB convention. The new line features elimination of crosstalk, improved signal to noise ratio, crisp tonal quality, increased sensitivity, greater undistorted audio output, simple slide-in plug-in and simplex-to-multiplex conversion.

Browning, which has over 3,000 multiplex units in operation, will place several receivers throughout convention hotels to pick up multiplex broadcasts from KCBH (FM) Los Angeles, including stereo demonstrations.

BRYG

Statler, Wilshire Room, Space 8

The Bryg system of photographic color projection will be demonstrated, with a complete closed-circuit color chain in operation. It uses a combination of color filters and optics to transfer shades of gray images into color. An electronic process creates color conversion for tv. The colors are achieved from a black-and-white image, a red image and a blue image. These are located in one frame on panchromatic (black-and-white) film. The Bryg projector and optical bed consists of prisms and lenses. Samuel H. Depew is president and general manager of Bryg.

CATERPILLAR TRACTOR

Biltmore, Ballroom, Space 6

An A D 315 series "G" engine cutaway and D 353 Diesel electric set, weighing about 15,000 pounds and measuring eight feet long, will be among the prominent new products displayed by Caterpillar Tractor Co. Firm also will display a lighted map of the U. S., showing radio and tv stations Caterpillar-powered in the form of miniature towers. Caterpillar will show how it can restore power to a station within six seconds by using its Diesel electric set. Among other exhibits: 16 x 20 inch backlighted color prints and 11 x 14 inch brown-tone prints of actual radio and tv stations, including views of the control room and other features. As during last year's convention, an engine will be shown in cutaway form, giving a view of its inner workings and those of the generator.

Personnel: Charles E. Jrosse, Ralph Bradley, R. E. Logan, J. W. Jones and C. B. Mulleague.

CENTURY LIGHTING

Biltmore, Foyer, Space 2

The complete line of Fresnel spotlights will be shown, ranging from 75 to 10,000 w. The line of Gobo Lekolites ranges from 250 to 5000 w, the latter being shown for the first time though it is being used in New York tv studios. A new low-priced line of Century dimmer-paks is being exhibited for the first time.

A color value wall will show how colors can be selected quickly. Another new item will be the Century programmed control preset reloading facilities, said to increase flexibility of existing tv studio facilities, reduce manpower cost and lower the chance of error during a performance. The new Century hot-spot will be shown. This 5000 w high-intensity spotlight provides beam spreads from 30-60 degrees with efficiencies ranging from 40-60%. The field is described as approximately smooth and it can be used as a long-range high-intensity scoop.

COLLINS RADIO

Biltmore, Foyer, Space 1

The new equipment to be shown by Collins Radio will include 200/400 turntables, 42E-7 and 42E-8 tuning units, single channel transistorized remote amplifier, 26U-1 limiting amplifier and mono-level amplifier, 21E 5 kw transmitter, 20V-2 1 kw transmitter, 81M phasor, 212E and 212F consoles and 2127 remote amplifier.

Personnel: John M. Haerle, Harold O. Olson, D. Jack Jordan, Forrest P. Wallace, T. R. Barber, J. F. Stanbery, G. C. Wetmore, T. N. Hewlett, C. R. Rollert, G. T. Tasto, W. A. Weland, E. L. Grandison, C. L. Pfeiffer and J. P. McAtee.

CONRAC

Statler, Wilshire Room, Space 4

Conrac will demonstrate its full line of broadcasting monitors, including nine ranging in picture tube size from 8-21 inches, and a 21-inch color video monitor. Two of the monitors, the CN8 and CM17, will be shown publicly for the first time. Conrac color monitors also will be used in the demonstration of Ampex's Videotape VR-1,000 recorder.

The CN8 features an aluminized picture tube of the magnetic focus type and is capable of resolution in excess of 60-lines. It measures 9x11½x17 inches and is available in a steel portable cabinet with handle. The 16,000 volt ultor supply gives a high level of screen brightness for use under conditions of high ambient light. The CM17 highlights a picture size control switch which changes the display from normal full scan to reduced scan showing all four sides and corners. A new gateing circuit eliminates the bending or hooking of vertical lines at the top of the picture and a switch permits selection of either 100% or zero d.c. restoration. It is available in a hanger for rack mounting (CM17/R) or in a metal utility cabinet (CM17/C).

Personnel: W. J. Moreland, J. Grayson Jones and R. M. Alston.

CONTINENTAL ELECTRONICS

Biltmore, Main floor and 2122

Continental Electronics will exhibit its new 315B/316/B 5/10 kw am broadcast transmitter in Visual Electronics' booth. In Room 2122, the company will display its latest development in 50 kw am broadcast transmitters, Continental's Type 317B; information on its 1,000 kw am broadcast transmitter, Type 105B, and its TRC transmitter remote control equipment.

Personnel: Thomas B. Mosely, Vernon Collins and Willie Mitchell.

DRESSER-IDECO

Biltmore, 2204-05-07

A small theatre will be set up in the Dresser-Ideco suite for the showing of a new film, "The Sky's the Limit." The film tells the story of the world's tallest towers. Lenn Redman, artist, will present caricatures to each suite visitor. The new catalog, telling the full story of broadcast towers, will be distributed.

Personnel: J. Koger Hayden, Dan Byrd, George Iles, J. M. Hogan and Orville Pelkey.

ELECTRONICS APPLICATIONS

Biltmore, 2105-2106

Equipment that Electronic Applications will display includes Model EMT 140 reverberation unit, which provides "analagous high quality echo chamber sound" with input and output at "O" VU, 600 ohms; Model EMT 930 precision turntable, which among other things contains a continuously variable noise filter and produces line level output from a self-contained pre-amplifier; "Blue Box" program content time-expander and compressor (developed by Dr. A. M. Springer), which contains differential magnetic clutch and operates at a constant tape speed of 15 inches per second, instantaneously adjustable (and calibrated) to speed up program content or reduce it 20% without quality change; NAGRA professional portable recorder, and ReVox Stereo deck unit, as well as other professional instrumentation. All of the audio equipment in the Electronic display will be monitored by a Model 084 loudspeaker.

Personnel: Dr. A. M. Springer, Ralph Auf der Heide and V. J. Skee.

FOTO-VIDEO

Statler, Los Angeles Room

Foto-Video will have on display over 40 pieces of video equipment and over 50 photo products. Nine new major developments in video equipment will be shown in full operation. Among these will be a "no-man-tv-station" program-originating system utilizing new V-114 automatic program equipment; all-transistor image orthicon lifesaver for "adding hundreds of hours to the operating life of camera tubes," which fits inside a standard image orthicon camera head; 14-inch master monitor (with five-inch waveform section); 4-channel, 8-output sync distribution amplifier only 3½ inches high; 800 MA. 285 V. regulated power supply only 5¼ inches high using silicon semiconductors; 4-channel video distribution amplifier only 3½ inches high; sync slave for tight "slaving" of studio sync equipment to remotes; simplified video equalizer-amplifier for feeding long coaxial lines up to three miles with high definition video corrected for both frequency and phase; 40 inch zoom-chart light box for precise testing of tv cameras with zoom-type lenses, and a miniature all-transistor 24 V. regulated DC power supply for energizing switcher relay banks.

Personnel: Len Blakely, Marty Silver, Lew Radford, John Klindworth, Wayne Marcy, Harold Kazanjian and Joe DeBragga.

GATES RADIO

Biltmore, Foyer, Space 3

Several new products will be shown for the first time at the Gates exhibit. Heading the list is an all new fm line, represented at the convention by the FM-1B 1 kw fm transmitter with multiplex installed. Other new Gates equipment will include BC-1T 1 kw am transmitter, frequency monitor, cueing amplifier, Nite-Watch programming equipment, RDC-200 remote control system, remote amplifiers and Yard console.

Gates will set up a complete 1 kw am broad-

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The QUALITY background music service

Why jeopardize the success of your functional music or storecast business by settling for less than the best in program material. Motivational Music by Magne-Tronics is available on an exclusive franchise basis. No franchise fees! No percentages!

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Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

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cast station and a fully-equipped fm station. The BC-1T incorporates vertical construction, complete serviceability from the front and an inbuilt dummy antenna. Nite-Watch, "the newest idea in automatic programming," is a three-in-one system featuring automatic programming, professional tape recording and automatic transcription equipment.

Additional equipment also will be displayed, including the Dage line handled exclusively by Gates. This line will feature a dual camera chain consisting of two cameras, complete film chain and other accessories.

Personnel: P. S. Gates, Larry Cervone, Norbert Jochem, Ed Wilder, John Price, Dick Eickmeyer, Tom Wallace, Bob Richards, Paul Gregg, Joe Engle, Bill Neumann and Bill Brady.

GENERAL ELECTRIC

Statler, Garden Room

New equipment carrying out the trend toward smaller and more reliable radio and tv apparatus will be displayed by GE. A third of the major displays will feature transistors, including a color tv camera, black-and-white tv camera, sync generator and audio console. The color camera has been field tested at GE's tv station, WRGB (TV) Schenectady, N. Y.

A 50 kw am radio transmitter to be displayed incorporates germanium rectifiers for all d-c supplies. Other display items include a low-band 11 kw tv transmitter; portable and rack-mounted 2000 mc microwave relay system; relay switching system; vidicon camera channels, live and film; color film scanner; automatic programmer; full-size section of a vhf helical broadcast tv antenna, and a complete line of audio equipment.

The display features 30 years of tv progress, with historical features and giveaways tying in with the display. A hospitality room also will be set up at the Statler.

Personnel: William J. Morlock, Harold G. Towlson, M. Alves, Paul L. Chamberlain, Marshall E. Minich, John Wall, N. R. Duncan and S. J. Eby.

GENERAL ELECTRONIC LABS

Biltmore, 2317

New multiplex transmitting equipment will be shown, consisting of a main channel exciter, two subcarrier generators and power supplies—all mounted as an integrated unit in a rack cabinet. Transmitting equipment will be installed at KCBH (FM) Beverly Hills, Calif., with two types of programs multiplexed to the Biltmore where Browning receivers will be located. Stereophonic sound will be multiplexed by KCBH on main and subcarriers.

Personnel: Victor W. Storey, Philip Hayden, William G. H. Finch and Robert T. Pritchard.

GENERAL PRECISION LAB

Biltmore, 2229

Featured will be the new GPL Viewfinder Camera Chain, Model PD-250. This is compact, extremely flexible studio type equipment for broadcast or closed circuit use. The chain consists of a viewfinder vidicon camera with a four-lens turret and a portable or rack-mounted camera control unit. It accepts external EIA sync or may be operated independently from its internal sync generator. Two signal outputs provide separate or composite video for standard monitors and/or modulated rf for antenna input of commercial tv receivers. Other equipment will include the GPL-Watson varifocal lens.

Personnel: N. M. Marshall, R. K. Hunsiker and L. L. Pourciau.

GENERAL RADIO

Statler, Wilshire Room, Space 10

General Radio will show its television transmitter monitor that reportedly is "first complete tv frequency and modulation monitor type approved by FCC for all vhf and uhf channels." Other displays: new models of am frequency and modulation monitors; instruments for measuring tv transmitter harmonics; equipment for studio acoustic measurements; instruments for measuring impedance of lines, antennas, matching networks; automatic line-voltage regulators; variac auto-transformers and "simple, inexpensive," frequency measuring system for checking all frequencies used in tv, fm and am transmitters and monitors in terms of WWV transmissions.

Personnel: Joe Belcher, Charlie Cady, Bill Thurston and Bill Saylor.

HARWALD

Biltmore, Foyer, Space 4

Harwald Co. will exhibit its Editor automatic film inspection and editing machine (model Q), first introduced on the market about six months ago, plus allied equipment consisting of film splicers, racks and other items. Its newest product is an automatic film cleaning machine, usable with or without the inspection and editing machine.

Personnel: Robert Grunewald and Richard Wallace.

HOUSTON-FEARLESS

Biltmore, 2210-11

The new model PD-10 pedestal, PD-9 motor-driven pedestal plus standard tv mounting equipment and latest remote control heads will be exhibited.

Personnel: K. B. Elliott, Art Kjonvedt, J. B. Olsson, Lou Giralaw, Jack Jiruska and Paul Sparre.

HUGHEY & PHILLIPS

Biltmore, 2216-17

Hughey & Phillips will display its tower obstruction lighting equipment include demonstration of its remote lamp failure indicator system, described as providing "continuous and positive means of monitoring tower light control and alarm units for unattended microwave relay stations." Other exhibits include its combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

Personnel: J. H. Ganzenhuber, Howard E. Munson, A. D. Jerde and Frank Little Jr.

INDUSTRIAL TRANSMITTERS & ANTENNAS

Statler, Wilshire Room, Space 9

A line of fm transmitters that "stress simplicity of design and . . . compatibility with fm multiplex operation" will be exhibited by IT&A. The company also is displaying what is reportedly the first transistorized am field intensity meter that utilizes a self-contained speaker.

Personnel: Bernard Wise, Stanley Friedman and Fred Gayer.

KAHN RESEARCH LABS

Statler, Wilshire Room, Space 9A

The Compatible Single-Sideband adapter for am broadcast transmitters will occupy the limelight at Kahn Research Labs' exhibit.

Personnel: Leonard R. Kahn and Kenneth B. Boothe.

KIN TEL

Statler, Wilshire Room, Space 13

A division of Cohu Electronics Inc., Kin Tel will display its line of portable live vidicon and film camera chains, a new 7-inch vidicon studio camera, switching equipment and sync generators. One of the features will be the firm's new 7-inch viewfinder studio camera (Model ASC-7).

Personnel: Henry J. Pannell.

KLIEGL

Statler, Wilshire Room, Space 7

A new, 10-scene pre-set magnetic amplifier studio switchboard will be displayed. Also to be exhibited are the latest devices for removing a large percentage of heat from the light beam.

Personnel: Herbert R. More, Arch Monson, George Howard and Chet Glass.

LING SYSTEMS

Statler, Wilshire Room, Space 14

Ling will feature a new compact tv remote unit, completely mobile and including low-cost vidicon camera, video-audio microwave relay, monitor, power generator and all operating accessories. The unit is designed to increase program capability at low cost, according to Fred W. Bailey, president. A full rack-mounted microwave system for STL use will be previewed.

Personnel: Fred Bailey, Cam Pierce, Dick Goodwin, Charles Theodore, Phil Bayless, Gene O'Fallon and Mary Wentworth.

MAGNETIC SOUND CAMERA

Biltmore 2237

Magnetic will display its 16 mm single system sound camera, a completely self-contained unit, for station newsreel operation. The company also will emphasize its magnetic film striping service for striping raw stock film.

Personnel: Lowell Wilkins, president.

MAGNE-TRONICS

Biltmore, 2359

Motivational music programmed on eight-hour tapes and reproduced on automatic playback equipment will be transmitted over multiplex facilities of KCBH (FM) Beverly Hills. Receivers will be placed around the exhibit room to allow delegates a chance to judge the quality of mx reception.

The new Autosperser tape reproducing system, actuated by built-in cueing signals on Magne-Tronics tapes, provides automatic intermixture of eight-hour tapes, automatic updating with current and seasonal selections and automatic insertion of spot announcements for integrated background music and storecasting services. Participating in the Magne-Tronics demonstration are General Electronics Labs, Browning Labs, Audiomation Labs and Presto Recording Co.

Personnel: Joseph F. Hards.

PRODELIN

Biltmore 2234

The new Spir-O-Line will be featured. This is a unique, new semi-flexible, aluminum sheathed coaxial transmission line.

Personnel: A. Haselman and H. J. Eyerman.

RCA BROADCAST & TELEVISION EQUIPMENT DEPT.

Biltmore, Ballroom, 2226-7-8

Automatic radio and tv programming equipment plus new transistorized video switching equipment will highlight the broadcast-tv display of this department of RCA Industrial

Electronic Products. E. C. Tracy, manager of the department, said the tv programming apparatus will eliminate the "panic period" in tv operation, doing away with the scramble to start and keep in motion a series of program items during a network station break.

The RCA TS-40 video switching will handle up to 24 inputs and 10 outputs while transfer from one program event to another is made in approximately one microsecond. Punched paper tape is used in the radio programming system, allowing the station to pre-schedule a day-long program. Flexibility in covering last-minute schedule changes is provided.

RCA's automatic radio broadcasting system uses magnetic discs for recording and storing program material. Discs are inexpensive and can be replayed indefinitely. They are about the size of a 45 rpm record. Building-block design of the systems allows radio or tv station operators to start with manually operated units and add automatic equipment gradually.

The radio system is built around RCA BQ-103 and BQ-104 automatic turntables. If only BQ-103 is employed, up to 2,000 45 rpm recordings can be handled through paper tape advance programming. Assorted records and program material on magnetic discs can be prescheduled on tape if BQ-104 units are included in the system. The tape is prepared on an RCA keyboarded perforator.

The tv automatic programming system is designed for a station break or program consisting of 10 events—slides, film recordings, records, etc. It may be expanded to handle a maximum of 20 program events. The memory unit uses binary relays and stepping switches to store information. The program sequence is set up by pressing the proper event select buttons.

RCA's exhibit will show the BTR-11A and BTR-20A remote control systems for am, fm and tv. The former provides control and measurement facilities up to 10 functions; the latter provides up to 19 facilities. The BTA-500A and BTA-1R transmitters are available in four colors. A number of design improvements have been added.

Other exhibit items include full studio arrangements with equipment in operation. The antenna display will show the new BFA series of antennas for both standard and multiplex service. The microwave section will be centered around transmitter, receiver and reporting equipment. The display will show TA-12 video and pulse distribution amplifier; TT-2BH vhf tv transmitter; TFC-1A precise frequency control system; TP-8 random selection slide projector; TM-21A color control monitor; TK-15 vidicon studio camera and TP-6 automatic cue kit.

Personnel: Theodore A. Smith, E. C. Tracy, T. H. Mitchell, G. H. Brown, E. N. Luddy, W. B. Vanum, Dana Pratt, C. M. Lewis, V. E. Trouant, J. E. Young, C. A. Wallack, David Bain, V. S. Mattison, L. E. Anderson, M. A. Trainer, L. L. Lewis, A. H. Lind, J. P. Taylor, H. R. Henken, P. A. Greenmeyer and R. B. Houston.

The RCA Electron Tube Div. will show a wide range of tubes, transistors and test equipment in the Biltmore ballroom. Exhibits include camera power and rectifier tubes, a selection of premium tubes for more reliable performance and a new voltage regulator tube. An audience participation color tube demonstration will be shown. Personnel: H. C. Vance, C. A. Brokaw, D. E. Coogan, F. E. Cowley and J. F. Sterner.

RAYTHEON MANUFACTURING

Statler, Los Angeles Room

Products to be displayed by Raytheon include the KTR 1000G portable microwave equipment and the KTR 1000G rack mounted equipment. Raytheon manufactures a complete line of microwave equipment.

RUST INDUSTRIAL

Biltmore, 2212-14

Rust will exhibit its line of broadcast remote control equipment plus the RUSTRAK miniaturized strip chart recorder. RUSTRAK features reliability and simplicity for broadcast automatic logging and is adaptable for industrial application.

Personnel: William F. Rust Jr. and Donald G. Inman.

PAUL SCHAFER CUSTOM ENGINEERING

Statler, Wilshire Room, Space 12

Automatic program equipment and automatic logging and remote control apparatus will be demonstrated. A completely automatic radio station will be in operation.

Personnel: Paul Schafer and Bill Amidon.

STANCIL-HOFFMAN

Biltmore, 2309

A new self-contained 13-lb. minitape recorder will be demonstrated. It is designed for on-the-spot programming with time capacity of 30 minutes at 7½-inch tape speed and quality is described as equal to more expensive ac-operated units. Printed circuits, transistor amplifiers and precision design are incorporated in the minitape, packaged in aluminum case 9x12x5 inches.

STANDARD ELECTRONICS

Statler, Wilshire Room, Space 3; Biltmore, 2202-2203

In its Statler exhibit, Standard Electronics will display a complete 25 kw high band tv transmitter for use on chs. 7-13. The Standard transmitter consists of a 500 w driver unit and two AH 634 amplifiers. The Biltmore exhibit will feature a new serrasoid modulator for use in fm broadcasting. A cavity power tube as used in Standard tv amplifiers will also be on display, unmounted so that all sides will be on view.

Personnel: William H. Zillger, H. R. Smith, William H. Rappolt, James T. Campbell, Robert C. Hutchins, Lewis E. Pett and H. Duncan Peckham Jr.

SARKES TARZIAN

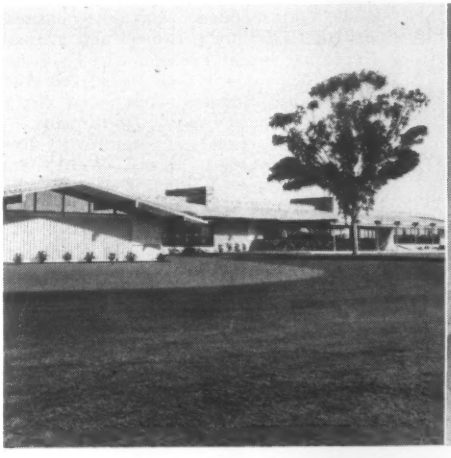
Statler, Wilshire Room, Space 17

A completely revised line of tv equipment will be displayed. Among the major items of newly developed equipment: New studio and film vidicon equipment, featuring output polarity reversal, sweep reversal, self-contained silicon power, regulated power supply and many other mechanical and electrical improvements; new image orthicon camera with newly styled camera heads and rack mounted camera control; a new 14-in. master monitor providing switchable keyed clamps, regulated ultor voltages, pulse calibration and interlaced expanded pulse cross.

TELECHROME

Statler, Wilshire Room, Booth 16

Telechrome will unveil a new automatic



THE BROADCASTING GOLF TOURNEY

Two silver trophies (above) and a number of valuable prizes (below) will be awarded in the annual BROADCASTING tournament to be held Monday, April 28, at Los Coyotes Country Club. The cups are awarded for low gross and low net, using blind bogey handicap. Buses leave the Biltmore at 8:30 a.m., return in mid-afternoon.

Other prizes, awarded by Los Angeles groups, follow:

KBIG, transistor radio; KCOP, case of champagne; KMLA (FM), "F-Emmy" trophy (first of a planned annual series); Gross-Krasne, Sunbeam electric razor; KABC, helicopter sightseeing tour of Los Angeles in 'copter used by station for its "Operation Airwatch," and an am radio set; KRKD, clock radio; KRHM (FM), Becker fm car radio, installed; KTTV (TV), three sets of Kings Men toiletries; KFI, two leather sports bags; KTLA (TV), electric can opener; KNXT (TV), portable record player; KNX, portable record player; KLAC, electric blanket; Capitol Records, dozen cast albums of "Music Man"; Don Lee-KHJ-TV, 8 mm movie camera; KPOL, library of 10 LP's; KRCA (TV), RCA transistor radio; KWKW, man's wristwatch; KGFJ, rock-steam bath-massage and Remington shaver; KDAY, two transistor radios, cigarette-pack size; KXLA, transistor radio.

video level control, Model 1009-A, utilizing a white reference signal inserted in the vertical blanking interval of a tv signal. The signal appears in the space between frames of a tv program and is not visible to the home viewer. The automatic video level control will continuously adjust broadcast equipment for proper brightness level and eliminate the need for an engineer to monitor and adjust controls when luminance varies.

Other items for monochrome and color are a vertical blanking interval test signal keyer 1008-A, video transmission test signal generator 1003-C, synchronizing waveform generator 1005-A2, sine-square wave generator 1073-A, video transmission test signal receiver 1004-B and oscilloscope camera with Polaroid-Land type camera.

Personnel: H. Charles Riker and S. Krinsky.

TELEPROMPTER

Biltmore Ballroom, Space 5

On display will be a complete line of the TelePrompTer Model V with all accessories; TelePro 6000 rear screen projector, with Series 200 changer, automatic douser, tandem projection and 2x2-in. slide adapter; TelePrompTer Merchandiser, and GPL 611A projector for Group communication division's closed-circuit television. TelePrompTer also will reveal full details of the TelePrompTer live spot network.

Personnel: Irving B. Kahn, Hubert J. Schlafly Jr., Fred Barton, Herbert Hobler, James Blair, George Kane.

UTILITY TOWER

Statler, Los Angeles Room

On display will be actual size tower sections, tower hardware and a working scale model of a two-tower microwave link; Utility will introduce new base insulators and the new UR-20 electronic lighting controls.

Personnel: C. E. Nelson and V. G. (Bud) Duvall.

VISUAL ELECTRONICS

Statler, Wilshire Room, Space 15

The new Series 200 Orth $aver will be displayed, as well as the first all-transitorized power supply available to the broadcast industry. Visual will also have on display equipment of manufacturers which it represents: Kin Tel studio and field vidicon camera equipment, Lambda-Pacific microwave equipment, Telechrome video transmission test equipment, Tarc master control and terminal equipment and Conrac quality monitors for color and monochrome.

Personnel: James Tharpe, Pat Gallagher, Morris Mayers, Cecil Grace, Felix Bonvouloir, Wayne Marcy, John Klindworth, Jim Davidson, Gary Gramman, John Newton and Walt Schaefer.

Syndicated radio-television programs and services

M & A ALEXANDER PRODUCTIONS

Biltmore, 2354-55

New film series will form the basis for the Alexander display, including the 15-picture "Imperial" package of newly produced features.

Personnel: Arthur Alexander, Larry Stern and Arnold Stern.

ASSOCIATED ARTISTS PRODUCTIONS

Biltmore, 2350

AAP's display will point up the company's new "Jupiter" group of Warner Bros. features (package of 52 films), Warner Bros. cartoons and Popeyes, plus the product of its new Gold Mine Div. Caricaturist Sally Zippert will repeat this year her line impressions of tv station personalities visiting the AAP Exhibit.

Personnel: W. Robert Rich, Donald Klauber, Herbert Richek, Al Sussman, Norman Long, John McCormick, Ben Elrod, Paul Kwartin, Jay H. Smolin and Lester Tobias.

ABC FILM SYNDICATION

Biltmore, 2356-57

A "carousel of shows," some current and some new, will highlight the ABC Film Syndication exhibit. Additional information will be provided on a variety of merchandising items. On hand to greet guests will be stars of *26 Men* and *Sheena, Queen of the Jungle.*

Personnel: George T. Shupert, Phil Williams, William L. Clark, Howard Anderson, Joseph Greene, Fred Stratmann, Don Joannes, Russell Hayden, Hal Roach Jr. and Don Sharpe.

BROADCAST MUSIC INC.

Biltmore, 2107-2108

An unusual graphic display of musical activity over the past two decades will be featured at the BMI exhibit in its headquarters suite. On the Galeria Floor of the Biltmore, a second BMI display will show a portion of the firm's collection of American music, including more than 100 printed copies of songs depicting aspects of the social and cultural scene prior to the turn of the century.

Personnel: Sydney M. Kaye, Carl Haverlin, Robert J. Burton, Glenn Dolberg and Charles A. Wall.

CBS TELEVISION FILM SALES

Biltmore, 1345-50-52

New properties to be introduced to stations and agencies for the first time are *Mr. Adams and Eve, You Are There, The Eve Arden Show* and *Vignettes.*

The suite will have a specially constructed model of a vintage B&O locomotive and tender to call attention to *The Gray Ghost.* The model will be large enough to accommodate guests who want to be photographed by one of the four hostesses.

In addition to the three room suite there will be a fourth room equipped with projector, screen, desk and typewriter, and a secretary to handle correspondence and other business details for CBS Film personnel and guests.

Personal appearance of such CBS Film Sales stars as Gene Autry, Gail Davis, Tod Andrews, Tim Moore, Kenneth Tobey and Craig Hill are also in the convention suite plans.

Personnel: Fred J. Mahlstedt, John P. Howell, Howard L. Kany, Walter Scanlon, Henry Gillespie, Wililam Perkinson, Edward Hewitt, Kenneth M. Flower, Carter Ringlep, Barr Sheets and George Diederich.

FAMOUS FILMS

Biltmore, 2341

Famous Films, a division of NTA, offers tv stations a "completely different tv station programming service" comprising almost 1,000 hours of programming. The firm offers franchises to one station in each market and its shows include feature, half-hour and 15-minute films, cartoons and short subjects. Among producers represented in Famous Films' library are David O. Selznick, J. Arthur Rank and Hal Roach.

Personnel: Stanley Florsheim and Jerry Weisfeldt.

FLAMINGO TELEFILM SALES

Biltmore, 2319

Flamingo Telefilm Sales will have available for screening at its hospitality suite six or seven episodes of a new half-hour tv film series, *Citizen Soldier.* The company also will show visitors a group of post-'48 feature films, acquired largely from independent producers.

Personnel: Herman Rush, Ira Gottlieb, Julian Ludwig and Ken Rowswell.

HARRY S. GOODMAN PRODUCTIONS

Biltmore, 2102-03

Goodman will feature radio programs and spot announcements. Series include *Dorothy Dix* (5-, 10- or 15-minute); *Your Money and You* (5 minutes); *Hymns of the World* (5 minutes); *Tell Me, Doctor* (1,500 five-minute programs); *Car Counselor* (156 five-minute); *Sports Fanfare* (78 five-minute); *Conquest of Time, Eyes of Knight, Hearts in Harmony* and *Man From Yesterday,* each 208 15-minute programs; *Armchair Theatre* (130 half-hours and 65 full hours which can be cut in half); *Big City, Classified Columns, Letter of Destiny* and *Peril,* each 52 half-hours and *Curtain Time* (260 half-hours).

Spot announcements include seven categories of 60 spot announcements each representing endorsements of 15 of "the greatest names in baseball" for local and regional accounts.

Personnel: Harry S. Goodman, Everett Goodman and Dave Zucker.

GOVERNOR TELEVISION ATTRACTIONS

Biltmore, 2331

Exhibits by Governor will include two series, *Laurel & Hardy* and *The Fisher Family,* along with 300 feature films described as predominantly late releases.

Personnel: Arthur Kerman, Nathan Zelikow, Ben Barry, Howard Grafman, William Pomeroy and Frank Spiegelman.

HOLLYWOOD TELEVISION SERVICE

Biltmore, 2337

This firm is announcing its post-1948 "Constellation Group" of 203 feature films and 15 serials totaling 180 chapters.

Personnel: Earl R. Collins, Richard G. Yates, Richard Hill, John Forsyth and H. P. Long.

INTERNATIONAL NEWS SERVICE-TELENEWS

Biltmore, 2131

Among the INS material featured at the convention will be two new INS-Telenews programs, *Farm Newsreel* and *International Report.* Also featured will be the INS basic daily newsfilm service, the Telenews weekly sports review and weekly news highlights, plus the INP 35mm tv photo service, and twenty-five million feet of stock film footage going back to World War I. There also will be a special service, covering fact-finding, research, surveys, film and photo assignments, on any subject, anywhere.

Personnel: Robert H. Reid, Norman Alley, James Padgitt, Charles Amador, Marshall B. Davidson, Romig Fuller and Charles T. Hughes.

LANG-WORTH FEATURE PROGRAMS

Biltmore, 2305-06

Lang-Worth Feature Programs Inc. will demonstrate a new technique for filming local commercials, called the "Mobilux" system. A new animation technique, the process allows syndication of low cost open-end spots for drug stores, auto dealers, banks, supermarkets, etc.

Personnel: John D. Langlois, president; Cy Langlois Jr., president of Langlois Filmusic; Winifred O'Keefe, vice president; Hugh S. Allen, vice president-sales; Charles Hess, Robert Roehmer, Edmond Gardiner, Robert Hall and John Courcier, salesmen; Robert Davis, Mobilux producer.

MEDALLION TV ENTERPRISES

Biltmore, 2358

Medallion will announce a one-hour late night "mood music" show for radio which John A. Ettlinger, president, says will be the "first complete self-contained program ever available featuring top name recording orchestras and vocalists in seven one-hour tapes per week." Among tv exhibits will be a series of 26 quarter-hour *View the Clue* quiz programs produced by United Artists, its "Vampire Package" of 12 thriller features and a package of 35 cartoons and a 39-episode adventure series, *High Road to Danger.*

MGM-TV

Biltmore, 2333-4-5

Several groups of short subjects will be unveiled by MGM-TV from its pre-1948 library. Included will be the "Our Gang" comedies. MGM-TV also is offering its pre-1948 MGM library in flexible packages of varying sizes. These include the "Andy Hardy Theatre" and "Academy Award" package.

Personnel: Charles C. Barry, Jason Rabinovitz, Richard A. Harper, Monroe Mendelsohn, Maurie Gresham, Charles Alsup, Arthur Breider and Paul Mowery.

MODERN TALKING PICTURE SERVICE

Biltmore, 2225

Modern will highlight the free public relations film service it offers television stations. The service, operated on a 24-hour basis with seven regional film libraries, provides films under 286 different titles.

Modern's new show package for children will debut at the convention. Titled "Picture Book Parade," it is the only Modern film for which a fee is charged.

Personnel: Carl H. Lenz, Phillip Di Meo, Jack Goode and Ralph J. Del Coro.

NATIONAL TELEFILM ASSOC.

Biltmore, 2328

The theme of NTA's convention exhibit will be "East Meets West" with the firm's suite decorated in a western motif. Continuous entertainment by a western band will be featured as well as many prizes and giveaways. Among shows now available for regional and national sale, NTA will feature *Show Business, The Walter Winchell File, U. S. Marshall* and a new group of feature films.

NTA Film Network Inc. will feature its program lineup for the upcoming fall season. Among the shows are *How to Marry a Millionaire, This Is Alice, Man Without a Gun,* feature films, a series of Shirley Temple films for Christmas season release and the *Tv Hour of Stars,* stories for daytime programming made for tv by Fox and Warner Bros.

Personnel: Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Bernard Tabakin, Edward Gray, E. Jonny Graff, Pete Rodgers, Martin Roberts, George Crandall, Al Stern, Harvey Chertok, Sylvia Seymour, Nick Russo, Gerry Corwin, Roy George, Robert

To Broadcasters in Convention:

RIGHT NOW 1000 delegates from 90 countries are planning their travels to another kind of convention about which you will be hearing in June. When news of this unusual conference reaches your office we want you to know what the delegates stand for and what their deliberations will stress. It is—

THE 48TH WORLD CONFERENCE OF SEVENTH-DAY ADVENTISTS

June 19-28, Public Auditorium, Cleveland, Ohio
1000 official delegates — 10,000 to 20,000 visitors

The delegates will represent organized Christian work in 185 countries. Their great concerns will be . . . the principles of individual freedom which you, yourself, constantly defend . . . the spiritual implications of a space age . . . better ways to meet the age-old needs of human beings. They will act to advance their medical, educational, and evangelistic work, which requires the use of 748 languages throughout the world.

You are cordially invited to send a representative. Working space, telegraph facilities, and competent personal assistance will be provided.

For an attractive new press book on Seventh-day Adventists and background information on their quadrennial World Conference in June, write:

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GENE BARRY STARS IN **ZIV'S** ALL NEW *IMPACT* SERIES!

TARGET

"POLICE DOCTOR"
A wounded gunman, rushed to the hospital, wings a police officer and holds him hostage in an examining room. Can the police doctor over power the gunman and save the officer?

ACTION-ADVENTURE!

NOW SHOOTING AT ZIV STUDIO!

Lang, Ray Nelson, Robert Schmid, Anthony Azzato and Jim Boyce.

OFFICIAL FILMS
Biltmore, 2322-23

Official Films hospitality suite will distribute a catalogue with complete information on all properties it distributes at present time. Firm may introduce a new series.

Personnel: Raymond Junkin, Jack Garrison, Harvey Fichter, Barney Mackall, Art Breecher, Sam Steele, Jerry Lee and George Gilbert.

RCA RECORDED PROGRAM SERVICES
Biltmore, 2300

RCA Key Club will present valuable door prizes, such as a hi-fi console victrola, portable tv set and portable transistor radio. Another giveaway ties in with *The New Lawrence Welk Show* series, details of which will be presented at the convention. A daily champagne hour from 4 to 5 will be held with Lawrence Welk and members of his company as guests. Highlighted in the display: Four new RCA Thesaurus Library commercial features: "Datelines and Sell-lines," "Station Identifiers," "Station Promoters," "Action Attention-Getters" and others.

Personnel: E. B. Dunn, A. B. Sambrook, Ben Selvin, E. H. Kelly and William F. Reilly.

SCREEN GEMS
Biltmore, 2303-04

Screen Gems will have pictorial displays and brochures on all its currently available programming for stations, including *Triple Crown, Shock, Casey Jones, Ranch Party, 77th Bengal Lancers, Showcase 39* and *Patti Page*. Tex Ritter and the Collins Kids will autograph albums.

Personnel: Jerry Hyams, Robert Seidelman, Henry White, Pierre Marquis, Ben Coleman, Stanley Dudelson, William Young, Frank Stone, A. Frank Parton and Richard Dinsmore.

SESAC
Biltmore, 2134-35

SESAC Transcribed Library Service now contains over 5,000 selections of recorded music, available to subscriber stations with monthly rates starting at $52.50. Additions to the talent roster are Jose Melis, Richard Hayman, John Horton, Bob Scobey and His Dixieland Jazz Band, Dick Jacobs and Betty Madigan. There is a new script series, *Ballad 'n Bounce,* with releases at the rate of 20 half-hour scripts per month. Also to be shown are special package series, Christmas, Easter and patriotic selections and a special display of repertory recordings, *Music with the New Sound*. Designed for repeated listening, these repertory recordings are packaged as 45 EP albums and are free to members of the industry.

Personnel: Alice Heinecke, Evarard S. Prager, Jim Myers, Sid Guber, Harold Fitzgerald, Keith Miller and David R. Milsten.

STANDARD RADIO TRANSCRIPTION SERVICES
Biltmore, 2361

The theme of this exhibit will be "Strictly Commercial . . . That's Standard." Featured will be five services which can be bought and/or leased in whole or in part: The new Musi-Que Library, containing 1,600 musical cues for openers, closers, backgrounds, musical effects, music for jingles and attention getters; Jingles and Commercial Aids, which includes about 400 original jingles and production gimmicks in 25 business categories for local selling; Super Sound Effects, a collection of authentic effects, recorded live; Lawrence Welk Library, the best of Welk, 212 selections plus Welk voice tracks, themes and program formats and Standards, top talent performing all-time musical favorites, with choice of over 5,000.

Personnel: Olga Blohm and Harry Bluestone.

STERLING TELEVISION
Biltmore, 2219

Sterling Television Co. will emphasize its new cartoon groups which will receive continuous showings. Among those on exhibit: *Space Explorers,* a cartoon moon-trip; *Cartoon Cliffhangers,* "episodes that keep them watching," and *Story Cartoons.*

TELEMAT
Biltmore, 2320-21

A library of about 200 syndicated commercials for use by local and regional advertisers will be featured, sold and serviced by National Screen Service Corp.

Personnel: Burton Robbins of National and Sidney V. Freeman of Telemat.

TELEVISION PROGRAMS OF AMERICA
Biltmore, 2221-23

At the TPA hospitality suite three puppies will be given away as part of the introduction into syndication of *Jeff's Collie,* the first run off-network of the *Lassie* series. Information and prints of all series will be available.

Personnel: Milton A. Gordon, Michael M. Sillerman, Walt Plant, Art Spirt, Stanley Levey, Lon Boutin, Les Norins and Jim Bishop.

TRANS-LUX TELEVISION
Biltmore, 2362, 2215

Displays will include the Encyclopaedia Britannica Film Library, featuring the new 1958 *Success Story,* and a new feature film package. (Room 2362.) The Trans-Lux rear screen projector will be in Room 2215.

Personnel: Richard Carlton, Leo Brody, Murray Oken and Bert Roth.

UNITED PRESS
Biltmore, 2326

UP's business, radio and sports wires will be on display as will Unifax—the company's automatic newspictures receiving machine. A contingent from UP Movietone News (a venture of UP and 20th Century-Fox Movietone News) also will be present.

Personnel: Frank H. Bartholomew, LeRoy Keller, C. Edmonds Allen, William C. Payette, Henry Rieger, Wayne Sargent and Robert N. Bennyhoff.

WORLD SALES & PROGRAM SERVICE
Biltmore, 2200-01

Highlighting World's exhibit will be a new musical quiz game, "Match-a-Tune," designed "to provide stations with a programming tool to step up sales, ratings and publicity."

Personnel: Dick Lawrence, Robert Friedheim, James Weathers, Hal Tunis, Mike Gurney, Robert Monroe and James Ricks.

ZIV ECONOMEE DIVISION
Biltmore, 2100-2101

Attention will be directed to Economee films, available on a one to five-weekly basis to sponsors. Films include *I Led Three Lives, Dr. Christian, Science Fiction Theatre, Mr. District Attorney, Boston Blackie, Meet Corliss Archer, Favorite Story* and others.

Personnel: Pierre Weis and Ken Joseph.

ZIV-TELEVISION PROGRAMS
Biltmore, 2338-2339

Convention theme will be "The Hot, Hot Shows of '58 Come From Ziv," backed by a display of programs. Special emphasis will be given the new half-hour series, *Target,* with Adolph Menjou as host. Ziv will release for station sales a new show, *Dial 999,* adventure series based on Scotland Yard files and starring Robert Beatty. Other programs to be promoted will be *Sea Hunt, Highway Patrol, Harbor Command, New Adventures of Martin Kane* and *The Cisco Kid.*

Personnel: M. J. Rifkin, Walter Kingsley, Allen Martini, Jack Martin and William Andrews.

Miscellaneous

A. C. NIELSEN
Biltmore, 2112-15

Nielsen will maintain hospitality suites, as in past conventions, and display its Audimeter (connected with a radio receiver) and Audiolog Recordimeter (tied to a tv set), emphasizing literature on its forthcoming Nielsen Coverage Service Study No. 3 for television. A smaller display on Nielsen Station Index and local station service will be featured.

Personnel: Henry Rahmel, John K. Churchill, George Blechta, William Wyatt and Joseph Matthews.

ARMED FORCES RADIO AND TELEVISION SERVICE
Biltmore, 2119-20-21

"Thanks to the Radio and Tv Industries" is the theme of the Armed Forces Radio and Tv Service. An international flavor will prevail in the radio, shortwave and tv exhibits, each of which will occupy a separate room. A feature attraction will be the presence of personnel from the American Forces Korean Network.

Personnel: Lt. Col. James H. Rose, Commander James R. McKenzie Jr., Commander Ralph W. Frieden, Major Frank D. May Jr., Robert J. de la Torre and Claude C. Turner Jr.

DEPT. OF THE ARMY
Statler, Biltmore

Importance of electronics in the development of missiles and satellites will be dramatized by the Dept. of the Army. The entire Assembly Room of the Statler Hotel will be used to show displays by California Institute of Technology, models of the Army's Explorer satellites and other scientific devices.

The Army Signal Corps will show the role of electronics, including the missile master dynamic demonstrator used to control Nike batteries. The exhibit will include information on tropospheric scatter communications, satellite cloud-cover experiments, printed circuitry and subminiturization. White Sands Proving Grounds will have a missile exhibit.

The Army's Office of the Chief of Information will show radio-tv activities at the Biltmore in Rooms 2307-08. Special emphasis will be given *The Big Picture.*

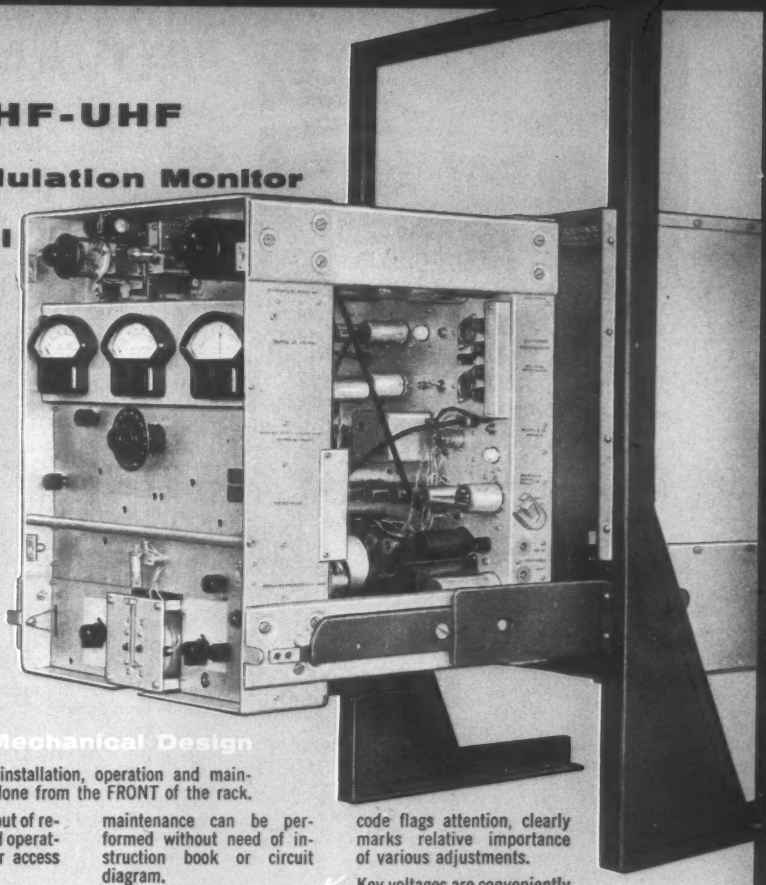
Personnel: Maj. Gen. H. P. Storke, chief of information; Col. Daniel Parker, chief, Public Information Div. Maj. Robert Cranston, chief, Radio-Tv Branch, and M/Sgt. Stuart Queen.

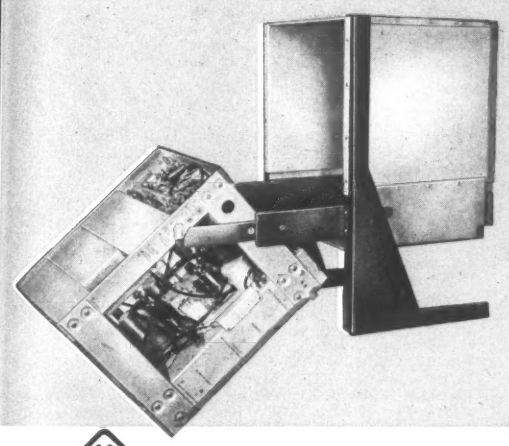
U. S. TREASURY DEPARTMENT
Biltmore, 2116

The Treasury Dept.'s Savings Bond Division will feature the "Peace Power" campaign as its overall theme and also will tie in its appeal with a Navy Vanguard satellite display.

FIRST Television VHF-UHF Frequency and Modulation Monitor To Receive FCC Type Approval

complete equipment for transmitter monitoring and testing





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- All tubes, internal circuit adjustments, cables, and plugs are within easy reach.
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- Flow lines showing signal paths between tubes, adjustments and test points immensely simplify circuit tracing—Red-Amber-Green color code flags attention, clearly marks relative importance of various adjustments.
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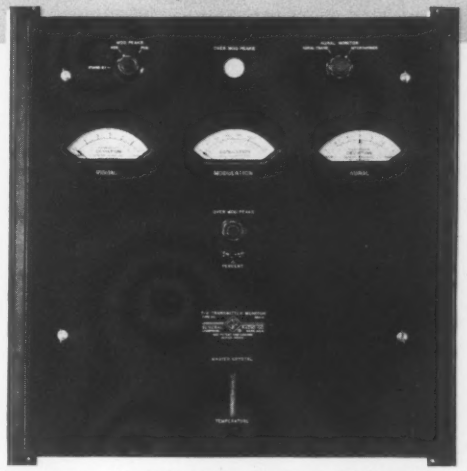
Type 1184-A-A TV Transmitter Monitor, $3200, vhf channels — $3450, uhf channels

. . . meets all FCC standards for black-and-white or color tv, vhf and uhf channels. It monitors directly, separately, and independently the aural, visual, and intercarrier-separation frequencies . . . it performs all aural modulation functions and makes possible complete noise and distortion measurements . . . it has provision for remote monitoring and for Proof of Performance measurements . . . and, it performs a number of useful additional functions not yet required by the FCC.

This precision instrument can be depended upon to maintain program transmissions at a high level of technical quality. It makes possible tests that simplify and speed transmitter installation adjustments and maintenance. As a tool for detecting and localizing troubles, it is of value both in terms of time and money.

The complete intercarrier circuit built into this instrument allows monitoring of the same type of signal driving the audio stages of modern-day tv receivers. Any trouble noticed by home audiences simultaneously warns station personnel. Switching the Monitor from "Intercarrier" to "Aural Transmitter" immediately indicates whether the trouble is in the visual or aural transmitter.

This is the only tv monitor that provides for the measurement of intercarrier f-m noise, as well as for a-m and f-m noise on aural and visual carriers. All these measurements are important indicators of transmitter performance and are likely to be *required* in the future.



Conservative circuit design emphasizes reliability, long life, and high accuracy which will be retained for years. The instrument is built for 24-hour-per-day operation. Tolerances take into consideration the effect of time on components and the possible tightening of certain FCC specifications; they permit use of "off-the-shelf" tube replacements, and provide for non-critical adjustments, insuring reproducible measurements.

Designed with an eye to the future, this Monitor promises maximum protection against early obsolescence. It is available through your tv-transmitter manufacturer as part of your transmitter package, or directly from General Radio.

On Display at NAB Convention • Los Angeles — April 27 to May 1

- New TV Transmitter Monitor
- New AM Frequency and Modulation Monitors
  - Simple, Inexpensive Equipment for direct comparison of all key frequencies directly with WWV.
  - Transmitter Harmonic Measuring Equipment
- Bridges for Antenna and Audio Line Impedance Measurements
- Automatic Line-Voltage Regulator
- Equipment for Studio Acoustical Measurements

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PHILADELPHIA: Tel. HAncock 4-7419 **WASHINGTON, D. C.:** Tel. JUniper 5-1088
SAN FRANCISCO: Tel. Whitecliff 8-8233 **LOS ANGELES 38:** Tel. HOllywood 9-6201
In CANADA, TORONTO: Tel. CHerry 6-2171

ADVANCE REGISTRATION

Advance registration for the NAB convention in Los Angeles totaled 1,120 management and 260 engineering, or a total of 1,380 delegates at the close of business last Tuesday. Principal hotels are the Biltmore and Statler, scene of meetings and exhibits, but 10 other hotels will house delegates.

Total attendance at the convention usually runs about double the paid registration, when those not officially a part of the NAB proceedings are included. While advance registration is close to 1957 (Chicago), last-minute additions may be fewer, the NAB staff anticipates.

A

Aamodt, Frank, KFMB San Diego, Calif.
Abel, Charles, KFMB-TV San Diego
Abel, Fred, Alford Manufacturing, Boston
Abrahams, Howard, TvB, New York
Ackerman, Paul, *Billboard*, New York
Adams, David, NBC, New York
Adams, Felix, KLAC Los Angeles
Adams, Irwin S., KGON Portland, Ore.
Adanti, Paul, WHEN-AM-TV Syracuse, N. Y.
Adler, Ben, Adler Electronics, New Rochelle, N. Y.
Akerman, Ben, WGST Atlanta, Ga.
Akers, C. B., KVOO-TV Tulsa, Okla.
Alexander, Arthur, M. & A. Alexander Productions, Hollywood
Alexander, John, WFLA Tampa, Fla.
Alford, Andrew, Alford Manufacturing, Boston
Alicoate, Charles A., *Radio-Television Daily*, New York
Allen, Hugh S., Jr., Lang-Worth Feature Programs, New York
Allen, Philip P., WLVA Lynchburg, Va.
Alley, Norman, Telenews, Los Angeles
Alpert, Arnold, *U. S. Radio*, New York
Altdoerffer, S. M., WLAN Lancaster, Pa.
Altshuler, Edward A., Ziff-Davis Publishing, Hollywood
Alspaugh, Harold P., *Standard Rate & Data*, Evanston, Ill.
Alsup, Charles, MGM-TV Culver City, Calif.
Ames, Walter C., *Los Angeles Times*, Los Angeles
Amoo, Lloyd R., KCJB-AM-TV Minot, N. D.
Anderson, Carl Q., KREX-TV Grand Junction, KFXJ-TV Montrose, Colo.
Anderson, Harold E., WFBL Syracuse, N. Y.
Anderson, Richard J., KOVR-TV Stockton, Calif.
Andrews, William, KBET-TV Sacramento, Calif.
Anscombe, A. E., WKBW Buffalo, N. Y.
Arkedis, George, WBBM-TV Chicago
Armstrong, George W., Storz Stations, Kansas City
Artus, Russell, KELO-TV Sioux Falls, S. D.
Atkinson, Frank, ABC, New York
Atlass, H. Leslie, WBBM-TV Chicago
Atwood, Ted, TelePrompTer, New York
Axton, Bailey, KTOP Topeka, Kan.
Axton, Mrs. Bailey, KTOP Topeka, Kan.
Axton, David, KTOP Topeka, Kan.

B

Bain, David, RCA, Camden, N. J.
Baisch, Joe, WREX-TV Rockford, Ill.
Baker, T. B., Jr., WLAC-TV Nashville, Tenn.
Baker, William, CFRB Toronto, Ontario, Can.
Balch, Frank, WJOY Burlington, Vermont
Baldwin, John M., WTCN-AM-TV Minneapolis
Balthrope, Charles W., KITE San Antonio, Tex.
Baltimore, David M., WBRE-TV Wilkes-Barre, Pa.
Bannister, Harry, NBC, New York
Barker, Vincent S., WFRL Freeport, Ill.
Barnard, Alvin H., KUGN Eugene, Ore.
Baron, Amos, KCOP-TV Los Angeles
Barrett, Morton A., Bolling Co., New York
Barris, Charles, TelePrompTer, New York
Bartell, Gerald A., Bartell Stations, Madison, Wis.
Barthelmess, Stewart, WABC New York
Bartlett, Marcus, WSB-TV Atlanta, Ga.
Barton, Morris C., Jr., KSLA-TV Shreveport, La.
Bates, William A., WDAF-TV Kansas City
Baudino, Joseph E., Westinghouse Broadcasting Co., Washington
Baxter, E. V., KOAM-AM-TV Pittsburg, Kan.
Baxter, Tom, KBAY-FM San Francisco
Beadell, Walter, Gill-Perna, Chicago
Beard, Fred L., WJDX-WLBT (TV) Jackson, Miss.
Beasley, L. M. Jack, KLPR Oklahoma City, Okla.
Beatty, J. Frank, *Broadcasting*, Washington
Beaudin, Ralph W., KQV Pittsburgh
Beckham, Ben, Jr., KSLA-TV Shreveport, La.
Beckman, Alfred R., ABC, New York
Beemster, Rev. M. J., WBAY-TV Green Bay, Wis.
Beeson, Sterling B., Headley-Reed, New York
Belechta, George E., A. C. Nielsen, New York
Bell, Charles, Jr., WHAY New Britain, Conn.
Bellwood, LeRoy A., KFSD San Diego
Benson, K. B., CBS-TV, New York
Bentson, N. L., KELO Sioux Falls, S. D.
Berger, Lawrence S., KTWO-TV Casper, Wyo.
Berk, Roger G., WAKR-TV Akron, Ohio
Berkman, Jack N., WBOY Clarksburg, W. Va.
Berkman, Louis, WBOY Clarksburg, W. Va.
Bernard, Joe, KTVI (TV) St. Louis
Berryhill, Lee, KRON (TV) San Francisco
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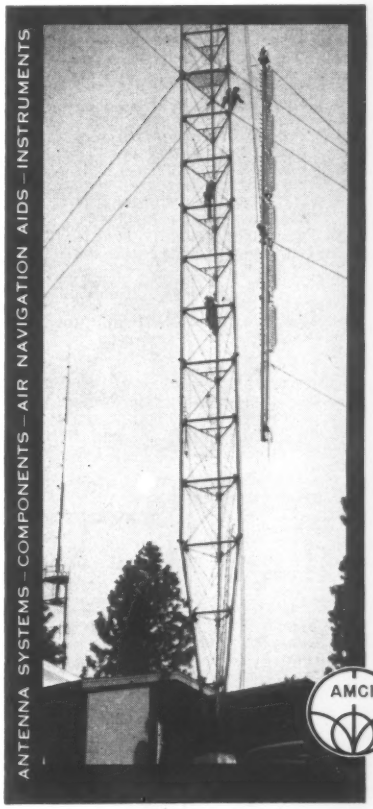

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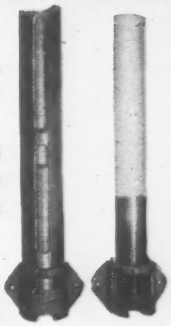

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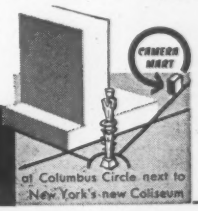

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Nord, Evans A., KELO Sioux Falls, S. D.
Northrop, Johnston F., Corinthian Broadcasting, New York
Nostrand, Lew Van, WMT Cedar Rapids, Iowa
Novik, Harry, WLIB, New York
Novik, Morris S., Radio Consultant, New York
Nunn, Gilmore N., WBIR-AM-FM-TV Knoxville, Tenn.
Nybo, Ken, KBMY Billings, Mont.

O

O'Brien, Robert, Community Club Services, Norfolk, Va.
O'Connell, John, KOMU-TV Columbia, Mo.
O'Connell, Raymond T., NBC, New York.
O'Connor, Timothy, Allen Kander & Co., Washington, D. C.
O'Donnell, William C., KXOK St. Louis
O'Hara, J. Marion, WMAN Mansfield, Ohio
O'Keefe, Winifred, Lang-Worth Feature Programs, New York
Oken, Murray, Trans-Lux Tv, New York
Olson, Walter C., KOJM Havre, Mont.
Olson, B. Wesley, Electronic Industries, Philadelphia
Olson, Harold O., Collins Radio, Cedar Rapids, Iowa
O'Neil, J. E., KJEO Fresno, Calif.
Oppenheimer, Monroe, Sher, Oppenheimer & Harris, Attorneys, Washington, D. C.
Orme, Frank, *Telefilm* magazine, Hollywood, Calif.
Ormsby, Burke, KFSD San Diego, Calif.
Osbon, John, *Broadcasting*, Chicago
Outcalt, Alvin, *Sponsor*, New York

P

Pabst, William D., KTVU (TV) San Francisco, Calif.
Padgitt, James H., INS, Los Angeles
Paige, Jack S., KALL Salt Lake City
Palmer, Zuma, *Citizen-News*, Hollywood
Paltridge, J. G., KGO San Francisco, Calif.
Pamphilon, L. Edward, U.S.I.A., Washington
Pappas, N. J., N. J. Pappas & Assoc., St. Laurent, Que.
Pardoll, Arthur S., Foote, Cone & Belding, New York
Parham, Carter M., WDEF Chattanooga, Tenn.
Paris, Herman, WWDC Washington
Parker, J. D., CBS-TV, New York
Parsons, James O. Jr., Harrington, Righter & Parsons, New York
Parson, Nellie, KROD-TV El Paso, Tex.
Parton, A. Frank, Screen Gems, Houston, Tex.
Partridge, David E., Westinghouse Broadcasting, New York
Paschall, Benton, KFXM San Bernardino, Calif.
Patricelli, Leonard J., WTIC-AM-FM-TV Hartford, Conn.
Patt, John F., WJR Detroit
Paul, Sol, *Television Age*, New York
Paulson, C. R., Ampex, Redwood City, Calif.
Paxton, E. J., Jr., WPSD-TV Paducah, Ky.
Peard, Leslie H., Jr., WBAL-TV Baltimore
Pegler, Bill, Television Zoomar Corp., New York
Pegler, Jack A., Television Zoomar Corp., New York
Pehlman, Carl, KKTV (TV) Colorado Springs, Colo.
Peltason, Paul E., KTVI (TV) St. Louis
Pengra, Marshall H., KLTV (TV) Tyler, Tex.
Pepper, Vincent A., Smith & Pepper, Washington, D. C.
Peterson, Homer K., KALL Salt Lake City
Perkins, C. A., Capitol Broadcasting, Jackson, Miss.
Perley, Cal, Community Club Services, Norfolk, Va.
Perlin, Bernie, KOLD-TV Tucson, Ariz.
Perna, John J., Jr., Gill-Perna Inc., New York
Persons, C. P., Jr., WKRG-TV Mobile, Ala.
Petersmeyer, C. Wrede, Corinthian Broadcasting, New York
Peterson, Edwin R., Keystone Broadcasting System, Chicago
Peterson, Howard O., KTVH (TV) Hutchinson, Kan.
Petrik, Jack, KETV (TV) Omaha
Petry, Edward, Edward Petry & Co., New York
Phillips, Elaine, WDSU-TV New Orleans
Pierce, Bill, *Standard Rate & Data*, New York
Pierce, R. Morris, WANE-AM-TV Fort Wayne, Ind.
Pival, John F., WXYZ-TV Detroit
Pontius, Donald, The Meeker Co., San Francisco
Posner, Gene, WMIL Milwaukee
Potter, Ben H., WHBF Rock Island, Ill.
Potter, Roland B., WKBC N. Wilkesboro, N. C.
Powley, Allan T., WMAL Washington
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Pratt, D., RCA, Camden, N. J.
Pratt, Robert L., KGGF Coffeyville, Kan.
Pratt, Roy W., WHO Des Moines
Preiss, Al, *Telefilm* magazine, Hollywood
Prejean, Louis S., WAFB-TV Baton Rouge, La.
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Prior, Thomas C. J., WJAR-AM-TV Providence, R. I.
Provost, D. L., Hearst Corp., New York
Prusha, Jim, KUSD Vermillion, S. D.
Pullen, Weston C., Jr., TLF Broadcasters, New York
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Putnam, William L., WVEC Hampton, Va.
Putt, Charles N., KVOE Emporia, Kan.

Q

Quaal, Ward L., WGN Chicago
Quarton, William B., WMT Cedar Rapids, Iowa
Quentin, Charles, KRNT-TV Des Moines, Iowa
Quinlan, S. C., WBKB (TV) Chicago

R

Rabell, Dorothy, KITT San Diego
Rabell, Fred, KITT San Diego
Rabell, Jack H., KITT San Diego
Rabinowitz, Jason, MGM-TV New York
Radetsky, Ralph, KOA-AM-TV Denver
Rahmel, Henry, A. C. Nielsen, Chicago
Ramsland, Odin S., KDAL-AM-TV Duluth, Minn.
Raney, Wilson, WREC Memphis, Tenn.
Raper, Alfred, J., KFSD San Diego
Rawlinson, E. A., CKBI-AM-TV Prince Albert, Sask.
Rawls, Richard B., KPHO-AM-TV Phoenix, Ariz.
Rawls, Lucien, WSM Nashville, Tenn.
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Raymond, Stan, WAOK Atlanta, Ga.
Read, A. Louis, WDSU New Orleans
Ream, Joseph H., CBS, Washington, D. C.
Redditt, William M., Jr., KSLA-TV Shreveport, La.
Reed, Oscar, Jr., Jansky & Bailey, Washington
Reid, Robert F., WGY Schenectady, N. Y.
Reid, Robert H., INS-Telenews, New York
Reidy, Bob, KNOP North Platte, Neb.
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Reilly, William F., RCA Recorded Programs Services, Chicago
Reiten, Chester A., KCJB-AM-TV Minot, N. D.
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Robertson, W. R., Jr., WRRF Washington, N. C.
Robert, Wallace, CKSO-TV Sudbury, Ont.
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Robison, Ashley, WREX-TV Rockford, Ill.
Robison, Charles, WOOD Grand Rapids, Mich.
Robitaille, G., CFPL-AM-FM-TV London, Ont.
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Rodgers, Raymond W., KDKA-TV Pittsburgh
Roe, J., RCA, Camden, N. J.
Roeder, George H., WCBM Baltimore, Md.
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Rogers, Thomas A., WCLT Newark, Ohio
Rogers, W. D., Jr., KDUB-TV Lubbock, Tex.
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Rosenberg, Manual, *Advertiser* magazine, New York
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Roslow, Sydney, Pulse, New York
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Roth, Eugene J., KONO San Antonio, Tex.
Roth, Jack, KONO San Antonio, Tex.
Rothrum, William V., WSYR-AM-TV Syracuse, N. Y.
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Rowland, Christopher, Commonwealth Fund, New York
Ruben, E. R., KELO Sioux Falls, S. D.
Rubens, Walter L., KJET Beaumont, Tex.
Rubie, Richard D., KOJM Havre, Mont.
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Russell, Frank M., NBC, Washington
Russell, James D., KKTV (TV) Colorado Springs, Colo.
Russell, Percy H., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
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S

Saddler, Owen, KFAB-KMTV (TV) Omaha
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Sandstrom, Thad M., WIBW-AM-TV Topeka, Kan.
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Sansbury, Cecil M., WSEE-TV Erie, Pa.
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Sayre, Louis T., KSUB Cedar City, Utah
Schacht, John H., KBET-TV Sacramento, Calif.
Schafer, Paul C., Schafer Custom Engineering, Burbank, Calif.
Scheier, Joel H., WIRY Plattsburgh, N. Y.
Schlafty, Hubert J., TelePrompTer, New York
Schlinkert, Robert T., WBRC-TV Birmingham, Ala.
Schmidt, Robert E., KAYS Hays, Kan.
Schneider, John A., CBS Television Spot Sales, New York
Schoen, Arnold F., Jr., WPRO-AM-FM-TV Providence, R. I.
Schofield, Arthur C., Storer Broadcasting, Miami Beach, Fla.
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroeder, Elroy H., KNOX Grand Forks, N. D.
Schroeder, R. J., KFAB-KMTV (TV) Omaha-KMA Shenandoah, Iowa
Schroeder, Willard, WOOD Grand Rapids, Mich.
Schudt, William A., Jr., CBS, New York
Schulman, Mike, KSHO-TV Las Vegas, Nev.
Scofield, Charles L., KEYZ Williston, N. D.
Scott, Claude, KTBS-AM-TV Shreveport, La.
Searle, Don, KMMJ Grand Island, Neb.-KXXX Colby, Kan.-KFNF Shenandoah, Iowa
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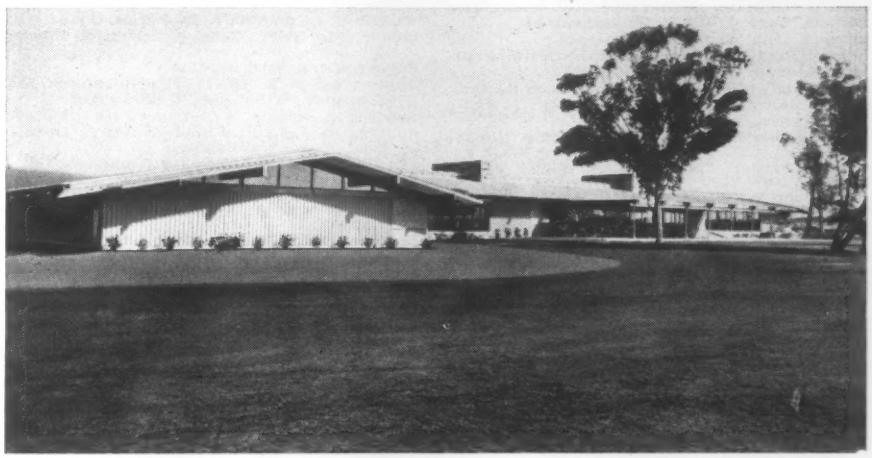

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BROADCASTING MAGAZINE GOLF TOURNAMENT APRIL 28 (Monday)

BROADCASTING's annual NAB golf tournament will be held April 28 (Monday) at the new Los Coyotes Country Club, approximately 30 minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a par 72 championship layout. The popular blind bogey handicap system (maximum handicap 30) will be used.

BROADCASTING will provide silver trophies to the low gross and low net winners. Several Los Angeles stations will donate other prizes (last year there were 27 individual prizes). Tee-off time 9 A. M.

Free bus leaves Biltmore Hotel at 8:30 A. M. Returns 3 P. M.

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NAB PREVIEW

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Secrist, Carroll R., KID-AM-TV Idaho Falls, Idaho
See, Harold P., KRON (TV) San Francisco
Seebeck, Charles E., WTON Staunton, Va.
Segal, David M., KOSI Denver, Colo.
Seide, John, KNOP North Platte, Neb.
Seidelman, Robert, Screen Gems, New York
Seiler, James W., ARB, Beltsville, Md.
Sellers, Ed, *Broadcasting*, Washington
Senate, Ray C., WIBW-AM-TV Topeka, Kan.
Sepaugh, L. M., Capitol Broadcasting, Jackson, Miss.
Serafin, John, ABC, New York
Severn, Donald W., Ted Bates, New York
Shaffer, Russel, KBOL Boulder, Colo.
Shafto, G. Richard, WIS-AM-TV Columbia, S. C.
Shaheen, Richard A., Allen Kander & Co., Washington, D. C.
Shakespeare, Frank, WXIX (TV) Milwaukee
Shannon, Jayne, J. Walter Thompson, New York
Shapiro, Meyer H., BMI, New York
Sharp, Thomas E., KFSD San Diego, Calif.
Sharpe, Virgil, KOWH Omaha, Neb.
Shaw, Donald S., Jr., ABC-TV, New York
Shaw, William D., KSFO San Francisco
Shay, Jack, WTVJ (TV) Miami Fla.
Sheftall, Parry, WJZM Clarksville, Tenn.
Shelly, Leon, Shelly Films, Toronto
Shepard, Harwell V., KDNT-AM-FM Denton, Tex.
Sherman, Gordon, WMAY Springfield, Ill.
Sherman, John M., WCCO Minneapolis
Shipley, John P., WNBC West Hartford, Conn.
Shirk, Kenneth C., WIND Chicago
Shively, Richard F., WTVW (TV) Evansville, Ind.
Sholis, Victor A., WHAS Louisville, Ky.
Shoma, Ernest, WBBM Chicago
Shouse, James D., Crosley Broadcasting, Cincinnati
Shuebruk, Peter, Fly, Shuebruk, Blume & Gaguine, New York
Shultz, John W., WHEE Martinsville, Va.
Shultz, John W., Jr., WHEE Martinsville, Va.
Shupert, George T., ABC Film Syndication, New York
Sidley, Morton, KLAC Los Angeles
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Sinclair, J. S., WJAR-TV Providence, R. I.
Singleton, Harold C., KITI Chehalis, Wash.
Sinnett, Robert J., WHBF Rock Island, Ill.
Sisk, John J., J. Walter Thompson, New York
Slate, Samuel, WCBS New York
Slavick, H. W., WMC-WMCF (FM)-WMCT (TV) Memphis, Tenn.
Sloan, Sam W., WOHO Toledo, Ohio
Slusser, Jess, KOA Denver
Slusser, William A., KID-AM-TV Idaho Falls, Idaho
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Smith, Calvin J., KFAC Los Angeles
Smith, Carleton D., WRC-AM-TV Washington
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Smith, George Severn, Smith & Hennessey, Washington, D. C.
Smith, Harry R., Standard Electronics, Long Island City, N. Y.
Smith, Howard, KOLD-TV Tucson, Ariz.
Smith, Lester M., KXL Portland, Ore.
Smith, Ned, KOVR-TV Stockton, Calif.
Smith, T. Frank, Gulf Coast Broadcasting Co., Corpus Christi, Tex.
Smith, V. L., KXL Portland, Ore.
Smullin, William B., KIEM-TV Eureka, Calif.
Smullin, Mrs. William B., KIEM-TV Eureka, Calif.
Snelgrove, Ralph, CKUR-TV Barrie, Ont.
Snider, Bob, Griffin Radio & Television Interests, Muskogee, Okla.
Snyder, Glenn, WLS Chicago
Snyder, Robert D., KTVH (TV) Hutchinson, Kan.
Soell, John B., WISN-AM-TV Milwaukee
Sonderling, Egmont, WOPA Oak Park, Ill.
Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Sowell, F. C., WLAC Nashville, Tenn.
Sparks, Garnet G., WEXL-WOMC (FM) Royal Oak, Mich.
Sparks, Gordon A., WEXL-WOMC (FM) Royal Oak, Mich.
Sparnon, Ken, BMI, New York
Spheeris, A. M., WEMP Milwaukee
Spiller, B. W., KFDA-TV Amarillo, Tex.
Spokes, Alfred E., WEAV Plattsburgh, N. Y.
Stadig, Sidney V., KYW-AM-FM-TV Cleveland
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Stantis, George, KFMB San Diego, Calif.
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Stapp, Jack, WKDA Nashville, Tenn.
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Starnes, Rudy, KDUB-TV Lubbock, Tex.
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Stein, Blanche, Keystone Broadcasting System, Chicago
Steinberg, Charles S., CBS, New York
Stern, Edgar B., Jr., WDSU New Orleans
Stevens, George A., KOTV (TV) Tulsa, Okla.
Stevens, George C., Transcontinent Television, New York
Stewart, Bill, Storz Stations, Omaha, Neb.
Stewart, Herbert S., CHCT-TV Calgary, Alta.
St. George, Rev. John A. (S.J.), Fordham U., New York
Stokes, George, Baylor U., Waco, Tex.
Stoll, Jack L., Jack L. Stoll & Assoc., Los Angeles
Stone, Robert L., WABC-TV New York
Storer, George B., Storer Broadcasting, Miami Beach, Fla.
Storer, George B., Jr., Storer Broadcasting, Miami Beach, Fla.
Storz, Todd, Storz Stations, Omaha
Stout, Clair L., Dow, Lohnes & Albertson, Washington, D. C.
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T

Taft, David G., WKRC-AM-TV Cincinnati
Taishoff, Sol, *Broadcasting*, Washington, D. C.
Tanner, Harold I., WLDM Detroit

WHERE, WHEN TO SIGN

Official registration for the NAB Los Angeles convention will start Saturday, April 26, on the Galeria floor of the Biltmore Hotel. The registration desk will open at 9 a. m., with William Walker, assistant treasurer of NAB, in charge. The desk will close at 5 p. m.

For three days starting Sunday, the desk will be open from 7 a. m. to 7 p. m. Wednesday and Thursday it will be open from 9 a. m. to 5 p. m.

Tarlow, Sherwood J., WHIL Boston
Taylor, Archer S., Consulting Engineer, Missoula, Mont.
Taylor, F. Chase, Jr., WVET-TV Rochester, N. Y.
Taylor, Herman D., WTIC-AM-FM-TV Hartford, Conn.
Telford, Donald H., KIEM-TV Eureka, Calif.
Torge, George R., WBEN-TV Buffalo, N. Y.
Terry, Sanford, Jr., WRVA-TV Richmond, Va.
Tessman, Abbott, KEXO Grand Junction, Colo.
Tharpe, James B., Visual Electronics, New York
Thayer, Jack, WDGY Minneapolis
Thiriot, Richard V., KSL-TV Salt Lake City
Thomas, Edward G., WKJG-AM-TV Fort Wayne, Ind.
Thomas, Eugene S., KETV (TV) Omaha
Thomas, Robert D., WBNS-TV Columbus, Ohio
Thompson, C. Robert, WBEN Buffalo, N. Y.
Thompson, Lamont, WHCT (TV) Hartford, Conn.
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Thornburgh, Donald W., WCAU Philadelphia
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Thorpe, John, AT&T, New York
Thurm, Sam, Lever Bros., New York
Tilton, Robert, Storz Stations, Omaha
Timberg, Sigmund, Washington, D. C.
Timlin, J. F., Branham Co., New York
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Timothy, Tim, KMBY Monterey, Calif.
Tincher, Robert R., Cowles Broadcasting, Huntington, W. Va.
Tisdale, James M., WVCH Chester, Pa.
Tomberlin, Bill, KMLA Los Angeles
Tornberg, Edwin, Allen Kander & Co., Washington, D. C.
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Townsend, George R., WVEC Hampton, Va.
Trace, Gene, WBBW Youngstown, Ohio
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Trainer, M. A., RCA, Camden, N. J.
Travis, Harry E., WNEM-TV Bay City, Mich.
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Treyz, Oliver, ABC-TV, New York
Trigg, Cecil L., KOSA-TV Odessa, Tex.
Troeglen, Karl, KCMO-TV Kansas City
Troman, Robert A., Blaw-Knox, Pittsburgh
Tormmlitz, L. W., KERG Eugene, Ore.
Trouant, V. E., RCA, Camden, N. J.
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Turtledove, Leo, Hollywood Television Service, Chicago
Twining, W. R., Hamilton, Stubblefield, Twining & Assoc, San Francisco
Tyree, William F., UP, Los Angeles

U

Udey, Donald E., WRRD (FM) DeRuyter, N. Y.
Ulmer, James G., Fort Worth
Umansky, Martin, KAKE-AM-TV Wichita, Kan.
Unger, Irving, Gill-Perna Inc., Chicago
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Untermeyer, Henry, KCBS San Francisco

V

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Vance, Fred L., KWTV (TV) Oklahoma City
Vanda, Charles, WCAU-TV Philadelphia
Varnum, W. B., RCA, Camden, N. J.
Venard, Lloyd George, Venard, Rintoul, & McConnell, New York
Vickers, Cleon R., KPAC Port Arthur, Tex.
Vickers, Marjorie R., KPAC Port Arthur, Tex.
Voynow, Edward E., Edward Petry & Co., Chicago

W

Wagner, George, KFI Los Angeles
Wagner, Paul E., R. C. Crisler & Co., Cincinnati
Wagner, William D., WHO-AM-TV Des Moines-WOC Davenport, Iowa
Wagstaff, Walter, KGW-AM-TV Portland, Ore.
Wailes, Lee B., Storer Broadcasting, Miami Beach, Fla.
Walbridge, Willard E., KTRK-TV Houston, Tex.
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Wall, Thomas H., Dow, Lohnes & Albertson, Washington, D. C.
Wallace, George, KTKT Tucson, Ariz.
Wallace, M. G., AT&T, New York
Wallace, Tom, Sr., KTKT Tucson, Arizona
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Waugh, Irving C., WSM Nashville, Tenn.
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Weathers, James, World Broadcasting System, New York
Weathersby, J. Patrick, WBRZ Baton Rouge, La.
Weber, Fred, KODE Joplin, Mo.
Weber, Louis E., ASCAP, New York
Wehrman, Harvey E., KLZ-AM-TV Denver
Wehrmann, H. F., WDOD Chattanooga, Tenn.
Weis, Pierre, Ziv-Economee Tv, New York
Welch, Vincent E., Welch, Mott & Morgan, Washington, D. C.
Welpott, R. W., WKY-AM-TV, Oklahoma City
Wells, M. Herbert, KSEW Sitka, Alaska
Wentworth, J., RCA, Camden, N. J.
Wertheim, E. Taylor, *Advertising*, New York
West, Bert S., KSFO San Francisco
West, Don, *Broadcasting*, Washington
West, John K., NBC, Burbank, Calif.
Wester, William C., WOHO Toledo, Ohio
Wetter, Edward, Allen Kander & Co., Washington, D. C.
Whalley, W. B., CBS-TV, New York
Wheeler, Edward A., WEAW Evanston, Ill.
White, John H., ABC, New York
White, Jack, CBS Television Spot Sales, San Francisco
White, Patrick J., KTBS-TV Shreveport, La.
Whitney, Edward P., National Community Tv Assn., Washington, D. C.
Whitney, George, KFMB-AM-TV San Diego, Calif.
Wickett, Martin Deane, Chapin-Damm Adv., Sacramento, Calif.
Wiggin, Joseph F., General Electric, Syracuse, N. Y.
Wiig, Gunnar O., WROC-TV Rochester, N. Y.
Wilcox, Henry, WFBL Syracuse, N. Y.
Wilkey, Gene, KMOX-TV St. Louis
Wilkins, Donald J., Erwin Wasey, Ruthrauff & Ryan, New York
Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D. C.
Williams, Pat, WEZE Boston-WKLO Louisville, Ky.-WCOL Columbus, Ohio-WING Dayton, Ohio-WIZE Springfield, Ohio
Williams, Phil, ABC Film Syndication, New York
Wilner, John T., Hearst Corp., New York
Wilson, Thomas W., Dow Lohnes & Albertson, Washington, D. C.
Winn, Ralph E., KSOP Salt Lake City
Winner, Lewis, *Service* magazine, New York
Winner, Mrs. Lewis
Wise, Harry, George P. Hollingbery Co., New York
Wolfe, Ben, WJZ-TV Baltimore
Wolfe, Howard H., WKNX Saginaw-Bay City, Mich.
Wolfe, Robert D., Grey Adv., Hollywood
Wolfenden, Robert C., WMEV Marion, Va.
Wolfenden, Mrs. Robert C., WMEV Marion, Va.
Wolfson, Louis, WTVJ (TV) Miami, Fla.
Wood, Robert, KNXT (TV) Los Angeles
Woodard, Charles C., Jr., Westinghouse Broadcasting, New York
Wooddell, Ken, WLBH Mattoon, Ill.
Woodland, Cecil, WEJL Scranton, Pa.
Woodruff, J. W., Jr., WRBL-AM-FM-TV Columbus, Ga.
Wooten, Hollis R., WREC Memphis, Tenn.
Wooten, Hoyt B., WREC Memphis, Tenn.
Wray, E. Newton, KTBS-TV Shreveport, La.
Wright, Anne, J. Walter Thompson, New York
Wright, Jay W., KSL Salt Lake City
Wyatt, William R., A. C. Nielsen Co., Chicago
Wyler, Karl O., KTSM-AM-TV El Paso, Tex.
Wyler, Karl O., Jr., KTSM-AM-TV El Paso, Tex.

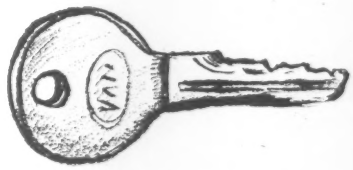
Y

Yates, Richard G., Hollywood Television Service, New York
Yoder, Lloyd E., WRCV-AM-TV Philadelphia
Young, Allen S., Gill-Perna Inc., San Francisco
Young, David M., KSID Sidney, Neb.
Young, H. C., Jr., WENO Nashville, Tenn.
Young, J. E., RCA, Camden, N. J.
Young, William E., Screen Gems, Detroit

Z

Zillger, William H., Standard Electronics, Long Island City, N. Y.

Broadcasters, here's your key



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NBC-TV, ABC-TV READJUST RATES EMPHASIZING DISCOUNT REVISIONS

- **NBC-TV raises discounts in order to compete with CBS-TV**
- **Some of ABC-TV's down slightly but still highest of three**

NBC-TV and ABC-TV both adjusted their cost structures last week, generally making television more inviting.

ABC-TV put out an entire new rate card (No. 8), effective April 15, while NBC-TV overhauled its discount schedule to a point where it is "basically new," effective Oct. 1.

NBC-TV officials said one of the prime reasons for their changes was to become more nearly competitive with CBS-TV, in terms of time costs. In daytime discounts NBC-TV went beyond those of CBS-TV. There was no immediate indication whether CBS-TV might adjust its own structure.

A key feature of both NBC and ABC changes was in the discounts allowed for weekly and alternate-weekly advertisers. The following table shows the old and new discounts of ABC and NBC and those of CBS-TV in the nighttime hour and half-hour classifications, along with the maximum discounts allowed by the three networks:

	ABC Old %	ABC New %	NBC Old %	NBC New %	CBS-TV %
Maximum discount	32.5	32.5	25	25 Night 30 Day	25
One-hour Advertisers:					
Every week	27.5	27	18	22	25
Alternate weeks	16.25	15	8	5	5
Half-hour Advertisers:					
Every week	25	25	16	20	23
Alternate weeks	15	14	6	5	5

ABC-TV officials, who disclosed their new card in a letter to clients and prospects, said that while they were reducing most of the discounts shown in the table, theirs still compared favorably with competitors', and that, among other things, upward adjustments are being made in the "firm discount" for time periods contracted firm and non-cancelable on an every-week basis for 52 consecutive weeks, going from 5% to 7%. For 26 alternate-week telecasts over 52 consecutive weeks, it remains at 5%.

Two other departures are incorporated in ABC-TV's new cards: (1) A rate is established for one-minute participations, and (2) Advertisers are permitted to combine, within certain limitations, all time periods in different rate classifications in order to get a larger weekly discount. Heretofore advertisers could not combine Class D periods (daytime) with nighttime periods in order to improve their discount positions.

Officials said the fact they had set up a rate for participations did not mean they intended to go actively out for this business or get into "spot" selling, but rather that if advertisers wanted to buy pieces of a show the network would be in a position to accommodate them. In Class A time, a one-minute participation will cost 22% of the hour rate; in other periods, 16.5% if there are four commercials per half-hour and 15% if there are six.

In his letter reporting the new card to advertisers, Administrative Sales Manager Henry T. Hede said: "When ABC's superior discounts are combined with its lower gross time costs, the dollar savings on ABC-TV are eye-opening. For instance, when three matched lineups are compared, an advertisers' saving on ABC-TV on time amounts to $332,000 over the same buy on CBS and $341,000 over the same buy on NBC. These are net dollars saved for the alternate-week advertiser in the course of a year. The every-week advertiser saves considerably more—nearly $400,000 compared with comparable coverage on CBS, and over $500,000 on a similar buy on NBC."

The foregoing figures regarding NBC are Mr. Hede's adjustments of the figures contained in his original letter, which went out the day before NBC's new discount structure was announced.

Mr. Hede said the new ABC-TV rate card served these objectives: "to make ABC-TV facilities as attractive as possible in terms of cost," and "to present the most flexible rate card in network television—one which recognizes the value of the smaller advertiser as well as the giants of the industry."

While the new ABC rate card was effective April 15, protection where desired will be granted for the customary six months.

NBC-TV's new discounts, according to network Sales Vice President Walter D. Scott, who announced them, will benefit the great majority of NBC-TV clients.

"Many of our advertisers will enjoy immediate savings and most others will find that additions to their program schedules and station lineups can be made at far more favorable cost than under the present structure," Mr. Scott said.

Under the new plan, an advertiser will be able to reach the 25% maximum discount by using an hour and a half weekly, as against two hours formerly required.

The new plan was described as offering additional incentive, in the form of annual discounts, to year-round advertisers who sponsor a combination of daytime and evening programs or who sponsor a combination of weekly and alternate-weekly programs. In deference to the alternate-week pattern of sponsorship, houfly discounts are provided on a fortnightly rather than weekly basis.

Where the sponsor of an alternate-week nighttime program and an alternate-week daytime program now gets no annual discount on the combination, he will get 10% on both under the new structure.

For advertisers who sponsor multiple periods on a year-round basis there will be a 15% annual discount applicable to all year-round programs, including alternate-week shows. Thus an advertiser with a weekly nighttime half-hour and an alternate-week daytime half-hour will be entitled to the maximum annual discount of 15% on both programs. Currently this advertiser would have earned a 10% annual discount on the evening half-hour and no annual discount on the daytime program.

Another feature is that all daytime advertisers may earn up to 5% additional discount on these periods by ordering 100 or more interconnected optional stations, except those in the Program Extension Plan group and associated stations. This raises the maximum discount—for daytime—from 25% to 30%.

NBC officials said current clients with contracts running beyond Oct. 1 may change to the new discount schedule in October, but that any present advertisers not wishing to make the change will be given six months' protection for the rest of their contracts, up to March 31, 1959.

AFFILIATES TO GET NBC-TV OPTION BID

- **Committee reported in favor**
- **Summer plans bring approval**

The NBC-TV affiliates executive committee is slated shortly to present to NBC-TV affiliates generally a request by the network that afternoon option time be changed from 2:30-5:30 p.m. to 2-5 p.m.

The committee, headed by Walter Damm of WTMJ-TV Milwaukee, heard and reportedly gave its own endorsement to the request at a meeting with network officials in New York last Tuesday. NBC-TV officials said they were undecided as to what program would go into the 2 o'clock spot but that the move was inspired at least partly by a desire to get into a better competitive position opposite CBS and that they hoped the change might be made before the start of the next fall season.

The committee also was filled in on current planning both for fall programming and for this summer. Regarding the latter, committee members were reported to be less inclined to protest after hearing NBC's presentation than they were a few weeks ago. At that time at least some of them felt summer fare would be top-heavy with film repeats and the overall result would be one of the most sterile summers television has faced [NETWORKS, April 7]. NBC officials emphasized that the summer schedule still was not fully set. NBC-TV's fall program plans, as developed thus far, were given an enthusiastic reception, according to the committee on hand.

Those present included Chairman Damm; Jack Harris, KPRC-TV Houston; Harold Essex, WSJS-TV Winston-Salem, N. C.; Richard O. Dunning, KHQ-TV Spokane; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WOC-TV Davenport, Iowa, and Joseph H. Bryant, KCBD-TV Lubbock. The NBC delegation was headed by President Robert W. Sarnoff and included Robert E. Kintner, executive vice president in charge of the tv network; David C. Adams, executive vice president, corporate relations; Harry Bannister, station relations vice president; Hugh M. Beville Jr., planning and research vice president and Robert F. Lewine, programming vice president.

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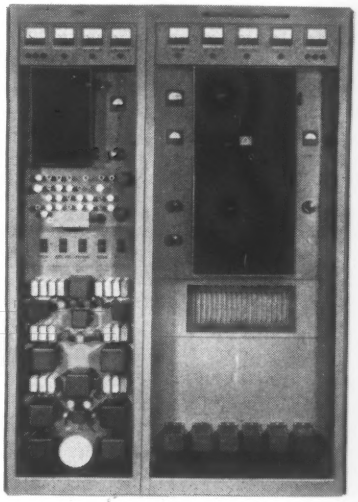
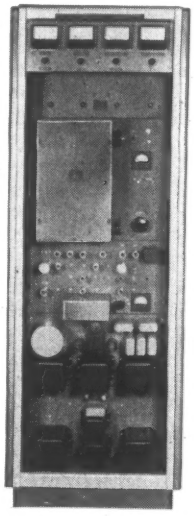


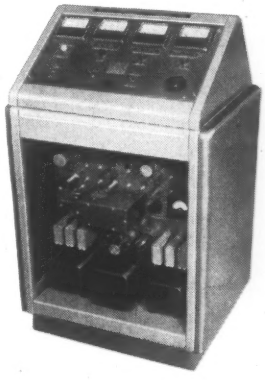
FM-3000A 3KW FM BROADCAST TRANSMITTER

The FM-3000A FM Broadcast Transmitter is designed primarily for application by broadcasters with Class B franchises. The combination of this transmitter and a medium gain antenna will provide the broadcaster with adequate signal strength throughout his service area. The FM-3000A consists of two cabinets. Its overall dimensions are 24″ deep x 84″ high x 55″ wide. Vertical mounting of all components assures accessibility for maintenance and trouble shooting. All stages can be controlled and metered from the front panel. The FM-3000A consists of a 10 watt serrasoid exciter, a 300 watt driver, and two 4-1000A tubes, operated in a parallel circuit well below their maximum rating, as the final amplifier. The FM-3000 with auxiliary terminal equipment may be utilized to generate multiplexed FM transmission. The input circuit of the PA is a half wave circuit while the plate is operated at a quarter wave mode. This combination will provide adequate bandwidth for multiplex operation.



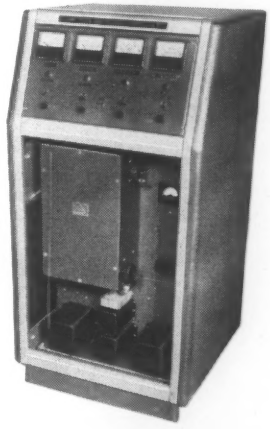
FM-250A 250 WATT FM BROADCAST TRANSMITTER

The FM-250A is a 250 watt transmitter. This transmitter combined with an antenna gain of two can adequately serve a small city. Also may be used as a driver for a 3KW or 5KW amplifier.



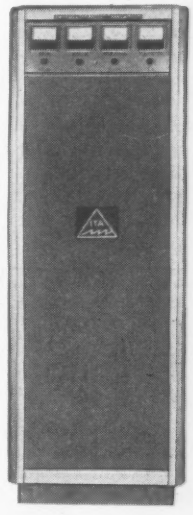
FM-10A 10 WATT FM BROADCAST TRANSMITTER

The FM-10A is ideally suited for low power educational stations, where the coverage of campus and immediate areas is required. It incorporates audio switching and attenuation controls which minimize station facility requirements.



FM-250A 250 WATT FM BROADCAST AMPLIFIER

The FM-250A is designed particularly for application in existing 10 watt educational installations. This equipment, when combined with a 10 watt FM transmitter can produce 250 watts of power.



FM-100A 1000 WATT FM BROADCAST TRANSMITTER

This FM-1000A is a 1000 watt transmitter. When used with a medium gain antenna, the FM-1000A can provide service for large urban areas. Also can be used as a driver for 3KW, 5KW and 10 KW amplifiers.

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CBS-IBEW 11-DAY IMPASSE BROKEN

- **New offer would raise base to $191 in three years**
- **Peace terms await referendum of union membership**

Hope for settlement of the broadcasting industry's biggest strike rested Friday on the outcome of a vote of 1,300 CBS workers belonging to the International Brotherhood of Electrical Workers [LEAD STORY, April 14].

Union members were offered a new CBS contract that reportedly would raise base pay from $175 to $191 a week in three years plus cost-of-living provisions.

An 11-day impasse was broken Thursday afternoon when Gilbert S. McCutcheon, federal mediator, announced in Washington that an understanding had been reached. He said IBEW had agreed to submit a new CBS proposal to a referendum of the union's membership.

Mr. McCutcheon explained peace terms would not be announced until the eight striking IBEW locals had a chance to examine them. The strike continued Thursday and Friday, pending completion of the referendum process.

An early CBS offer of $185 per week after three years had been rejected. This had included a four-week vacation after 15 years, a 7% increase over a 2½-year period and a total additional outlay of $1,200 per man.

While neither side would divulge terms of the Thursday pact that led to the union referendum, CBS Inc. President Frank Stanton told a Wednesday morning meeting of CBS stockholders that all issues except that of wages had been settled, and added he felt a full agreement was near.

Mr. Stanton told stockholders CBS had made a new offer: 6% increase for the first two years, an additional 3% beginning Feb. 1, 1960, and a cost-of-living increase if the Bureau of Labor Statistics index showed more than the 6% increase at any time during the three years.

Describing this as "the most generous [wage offer] in the industry," he said it meant "the majority of the employes with even minimum overtime would receive considerably in excess of $10,000 a year." He also said he thought the strike would end quickly if the strikers fully understood the terms of the offer.

The 6% increase for the first two years, he explained, represents a base pay raise from the present $175 to $185.50 a week, or, on an hourly basis, from $4.38 to $4.64 an hour. The extra 3% raise would bring base pay to $191 a week or, on an hourly basis, to $4.78 an hour.

The IBEW strike had affected CBS television stations in New York, Chicago, Los Angeles, Milwaukee, and Hartford, and radio stations in New York, Chicago, Los Angeles, Boston, St. Louis, and San Francisco. Taking part in the strike were cameramen, video men, audio men, master control engineers, projectionists, boom operators, cable men, transmitter engineers, shaders, technical directors, film editors and construction engineers.

William C. Fitts Jr., CBS labor relations vice president, had directed the network's negotiations.

Despite the walkout, CBS maintained its operations during the second week of the strike. Some fluffs occurred during programs and commercials but the crew of executives and non-striking employes showed a decided improvement in performance compared to the first week's efforts. The network's owned stations canceled several of their live programs during the week but CBS-TV reported that all live network shows were presented as scheduled up to last Friday. The network arranged to fly to Hollywood a group of New York supervisory personnel which handled the *U. S. Steel Hour* creditably during the first week of the strike and assisted on West Coast productions last week, including *Studio One* on Monday.

For the past weekend, however, CBS-TV had decided on a "no slip-up policy" for its *DuPont Show of the Month* on Saturday (7:30-9 p.m.), which originates in Hollywood. It had formulated plans to make a videotape recording of the program, a production of the *Red Mill* operetta, for use in the event a settlement was not reached. A spokesman said the network felt the operatta contained "several tricky sequences, including some ballet numbers that might prove a problem for the supervisory personnel."

A buzz of excitement raced through the network's headquarters in New York Tuesday morning when a CBS switchboard operator reported that an unidentified male voice telephoned to say, "Get out of the building. There is a bomb there." The call was received at 8:50 a.m. when there is only a token force of employes on duty at the network. Those in the building were asked to remain in their offices, but other employes were not admitted until after the New York City police and fire departments completed an investigation. A search of the building failed to turn up any explosives. It could not be determined if the telephone call was related to the labor dispute.

The second week of the strike brought no adverse reaction from advertisers in Chicago, according to WBBM-AM-TV. The CBS-owned stations were manned by administrative and substitute personnel. They received cooperation from many advertisers who volunteered to simplify their commercials to ease technical burdens.

CBS, Chicago, continued to replace 113 striking technical workers with some 40 staff people — supervisors, stenographers and clerks, sales promotion and public relations personnel, and a tv spot salesman. A good example of how WBBM-TV operated was *Ray Rayner's Record Party*, utilizing the services of James Thrash, tv spot account executive; George Condon, director of information services; Gene Bohi, assistant tv sales promotion manager, all on cameras; in the control room were Iris Shiffman, secretary to the tv program manager, Frank Atlass, as camera control operator; Patricia Bannon, public affairs producer, as switcher, and Ed Sheaffer, radio-tv continuity writer, as audio operator.

With WBBM-TV live originations accounting for about 30% of all shows from its CBS Chicago plant, some employes maintained a double-duty workday, approximating 16 to 18 hours in some cases.

The CBS o&o WXIX (TV) Milwaukee reported network and local programming on a normal pattern, despite a walkout of 25 IBEW members there. The station maintained its full schedule, with executives and supervisory personnel taking over. Announcers and floormen, members of the American Federation of Television & Radio Artists and the International Alliance of Theatrical & Stage Employes, crossed picket lines to remain on their jobs.

Dr. Stanton's disclosure to stockholders Wednesday came after a striking technician, Milton Greenwald, a master control engineer, told the stockholders that the men on strike were loyal, conscientious and intelligent, and not interested in "self-aggrandizement." They have "knocked themselves out

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NOTE FROM NABET

Though attention was focused last week on the International Brotherhood of Electrical Workers' strike against CBS, the National Assn. of Broadcast Employes and Technicians took steps toward re-negotiation for a new contract with ABC and NBC. NABET, which represents technical employes at those networks, notified ABC and NBC it would be prepared to pinpoint at a meeting on Wednesday the portions of a proposed contract that union members consider unsuitable. Though NABET and the networks reached agreement on a new pact Jan. 31 [PERSONNEL RELATIONS, Feb. 10], the membership later failed to ratify the proposal. The meeting on Wednesday is expected to set the stage for a new round of talks. Although the old contract expired Jan. 31, NABET members at ABC and NBC have continued to work without interruption, with the understanding that terms of the new pact will be retroactive.

for CBS" and do not really want to be "out there" on the picket line, he asserted.

He questioned whether the CBS offer was made in complete good faith, asserting that if it had been, he was confident the men would have accepted it. He made clear that this was his own impression, that he was not authorized to speak for the union or for anyone else.

Later this "good faith" charge was amplified when another striker said Mr. Fitts had handed over a CBS offer and said this was it, take it or leave it, and there would be no further negotiations. He said he felt this was what caused the strike—that the men did not like being given "an ultimatum."

Dr. Stanton said this sounded most unlike Mr. Fitts, completely "out of character" for him. He felt it was unfair to attack Mr. Fitts when he was not present to defend himself. (Mr. Fitts was in Washington negotiating.)

Mr. Greenwald told the stockholders that the non-union supervisory people who were handling the technical work during the strike had done "remarkably well" but not a professional job. He expressed hope that the strike would be settled shortly, and said he felt it could be, but that "personalities" were becoming involved.

Dr. Stanton said he could "not take issue with most of what you have to say," that there was no question about the loyalty of the strikers and no bitterness on the part of management. Perhaps the CBS offer should have been given to the men earlier, he said, but he pointed out that in negotiations such work is done "through committee." He agreed that with a few exceptions the substitute technical workers had done "remarkably well" in keeping the programs on the air.

In reply, Mr. Greenwald said that if he and Dr. Stanton were doing the negotiating the strike would be settled immediately.

Another striker, Harry Boyd, an audio engineer in television, said the IBEW employes felt working conditions always had been better at CBS than at other networks. But he thought, too, that there had been some deterioration in labor relations there. Mr. Boyd suggested that perhaps videotape had become "a Frankenstein," and said "we (IBEW) feel we are the only group qualified to operate equipment."

Dr. Stanton reiterated that videotape was no longer an issue, but indicated that CBS expects no change in relationships on videotape—that the pattern developed in the past would be also the pattern for the future. This, officials said later, meant that IBEW would have jurisdiction over all videotape made at CBS.

At another point in the meeting, under questioning by stockholders, board chairman William S. Paley said he understood that the questions raised by IBEW in connection with videotape was whether commercials taped outside of CBS would be allowed on CBS. To another question he and Dr. Stanton indicated that no decision has been reached as to whether CBS will go actively into the business of taping commercials, beyond its normal service to clients.

Chairman Paley was asked whether videotape would bring CBS a material saving in labor costs. He answered that he thought "not directly in labor costs," but that it should permit considerable overall savings in other ways.

1958 'GOOD YEAR,' STANTON REPORTS

- **CBS Inc. figures creep up**
- **Cautious optimism expressed**

Sales and profits of CBS Inc. gained "slightly" in January and February over the corresponding months of last year, and 1958 should wind up as "another good year for CBS," President Frank Stanton told the annual stockholders meeting last Wednesday.

He cautioned, however, that this forecast assumes "that we are not in for any surprises—from Washington, from the national economy, or from the growth rate of television and radio broadcasting, and assuming we can resolve our differences with IBEW promptly," (See adjacent story.)

Dr. Stanton said "nothing beyond the IBEW strike has happened during the first quarter of 1958 to alter our feeling of cautious optimism," as expressed in the annual report to stockholders some weeks ago [AT DEADLINE, March 24].

Dr. Stanton said that first-quarter figures would not be available until mid-May but that they were expected to show "a slight improvement in both sales and profits in spite of the prevailing general economic conditions and intense competition in all areas of the company's business." Figures on March business, he said, should be "at least as good as a year ago."

Reporting on the investigations under way in Washington, he estimated that the hear-

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New York, N. Y.
Mur. Hill 7-8437

ings there had cost CBS at least $500,000 in the last 12 months. "And," he added, "there are more hearings to come this year —perhaps at least three."

Dr. Stanton said CBS Radio and CBS-TV "continue to be in first place in their fields," in terms of both sales and audiences.

As in his and Board Chairman William S. Paley's annual report, Dr. Stanton noted the "inevitability of some decrease" in the rate of television's growth. But he stressed that "this is only a decline in the *rate* of increase, not a change in the direction of the upward trend." Estimates for the first two months of 1958, he observed, indicated total tv billings were 8% over 1957.

Dr. Stanton stressed the "spreading of interest in the influence of radio in marketing and a growing awareness of its potentialities." He confirmed that the CBS annual report inadvertently erred in saying the CBS Radio network continued profitable in 1957—that "we meant the radio division, not the network." Profits of the entire radio division, he explained, "were sufficient to offset the network losses."

Chairman Paley presided over the session, in which all directors were re-elected.

As happened at the 1957 annual meeting, a resolution to fire Rosenman Goldmark Colin & Kaye as CBS counsel was rejected. This resolution was based on conflict-of-interest charges, in that CBS board member Colin's law partner, Sydney M. Kaye, is chairman of BMI, of which CBS is a licensee and minority stockholder. Chairman Paley called the charges "unjustifiably scurrilous." (On BMI matters, CBS is represented not by the Rosenman firm but by Cravath, Swaine & Moore.)

Other resolutions and statements, presented as in the past by Barne Young of Life Music Inc. and Gloria Parker of the Guild of Publishers and Writers—who are familiar figures at stockholders meetings of both CBS and RCA—sought to disqualify Mr. Colin and a board member and to require CBS to sell its BMI stock. These were voted down or out of order.

A striking IBEW member, Harry Boyd, an audio engineer in television, won sympathetic attention with a proposal that the board study the pros and cons of introducing an employe stock purchase plan, which would give employes a discount in buying CBS stock. Chairman Paley said the board would be glad to do so and would report at the next annual meeting.

'FREEDOM TO SEE': FIRST FUND TOPIC

- **Case made for news equality**
- **Khrushchev film raised issue**

Broadcasters are licensed, but this should not prevent them from proceeding in the same manner as—and as part of—the free press under the first amendment.

On this note, an "outside" written report, entitled freedom to see, dealing with the Khrushchev telecast by CBS-TV last June and "its meaning for television," sets up a guidepost for the Fund for the Republic in the independent non-profit institution's continuing study of mass media, primarily television.

The report is written by Herbert Mitgang, *New York Times* Sunday tv-entertainment editor, under direction of the fund as the first by-product of its continuing tv inquiry that will look into a number of facets of the medium [CLOSED CIRCUIT, March 31, ADVERTISERS & AGENCIES, April 7].

Mr. Mitgang in his report published by the fund last week, concludes:

"The federal government licenses electronics; it does not license individuals who bring the ideas to the public, and these individuals should not feel any necessity to get even informal governmental approval of any steps they might want to take."

The exclusive film interview of Russia's Nikita S. Khrushchev was on CBS-TV's *Face the Nation* June 2 of last year. The program elicited strong reaction throughout the U. S., with comment particularly crisp at the White House and in Congress.

How the interview was set up—a dramatic story in itself, the actual CBS filming in Moscow, an analysis of the interview's content and its impact at the time comprise about 40% of the report. The document is to be given wide distribution among those influential in molding public opinion. (It carries a disclaimer for fund responsibility as to "statements of fact and expressions of opinion," saying the material is presented as "a contribution to the discussion of the free society.")

Highlights and excerpts of the report:

• On the broadcast industry's unique relationship with government, it says there is "what might be called a continuing awareness of U. S. policy and administration policy in the minds of network executives. More than any of the other media of communications in this country, television is under steady official scrutiny."

• Mr. Mitgang claims it was never before revealed that (1) the President's office was notified in advance of the Khrushchev program and (2) the only advance copy of the transcript of the program after the interview but before its airing was requested by and given to the White House.

• It was apparent on the part of both CBS and the State Dept. that while the network wanted State to know in advance the nature of the program, the network "was exercising the prerogative of a private communications medium to go after a story." (also discussed is the telecast's import on the possibility of eventual international tv exchanges).

• The broadcast "raised, more clearly than it has ever been raised before, a question fundamental to the development of television as a medium for public service." Mr. Mitgang notes that no "responsible person in any communications field" would have thought of questioning the propriety of newspaper publication of such an interview. But on tv (even though CBS-TV took precautions of integrity of the performance and informed the U. S. Government of its intent), "the propriety was very seriously questioned." He writes, "The President of the U. S. made a statement which at least implied criticism. Important members of Congress openly challenged the wisdom of the presentation. The press was ambivalent. Under the circumstances, it is reasonable to assume that the networks will bear the criticism in mind when they are considering future 'controversial' telecasts of this nature."

• The issue here is a vital one: "Does American television in its role as news gatherer and broadcaster, have the same freedom as the American newspaper?" Mr. Mitgang says it depends on tv's ability to use technicial skills to increase the public's access to news and informed opinions.

ABC-TV Show to be Aspect Of Fund for Republic Study

To further its freedom study of which tv is a part (see separate story), the Fund for the Republic has joined with ABC-TV to present a special 13-week series, *Survival and Freedom,* to begin April 27 in the Sunday 10-10:30 p.m. period.

Newsmaker Productions Inc., which produces *The Mike Wallace Interview* on ABC-TV, will produce the program featuring Mr. Wallace, who will interview distinguished guests. The fund's contribution against costs is $50,000 with ABC-TV assuming the remainder. While no commercial sponsor is associated with the series initially, the fund has not ruled out that possibility.

It could not be determined if, or to what extent, the program series would enter a discussion of television as a mass medium, but the joint announcement by ABC-TV and the fund specifically refers to "the effects of the mass media on" freedom as one of the areas to be covered.

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EMMY TAPS TV'S TOP TALENT, '57

The 10th annual "Emmy awards presentation last Tuesday left every new tv western swinging at the saloon door and the audience participation-quiz shows stumped, as the proponents of "quality" or "cultural" programming quietly rejoiced from coast to coast. Ignored was the "rating rat-race," for at least one show, CBS-TV's *The Seven Lively Arts,* was cited as 1957's "best new program series" despite its having been dropped because of poor ratings and lack of sponsor interest.

The 3,000-odd members and guests of the Academy of Tv Arts & Sciences attending the ceremonies in Los Angeles and New York were visibly proud of Emmy's achievements. Top votes went to *Omnibus, See It Now, Bell Telephone Science Series, Playhouse 90* and others of this breed. Furthermore, both New York and Los Angeles ATAS chapters echoed the national "trend" by voting in such "egghead" fare as WCBS-TV New York's *Sunrise Semester* and its loquacious Prof. Floyd Zulli Jr. and KRCA-TV Los Angeles' *Harvest* with his quiet spoken contemporary, Dr. Frank Baxter.

The ceremonies were seen on NBC-TV from 10-11:30 p.m. under sponsorship of Procter & Gamble (Lilt) and General Motors Corp. (Pontiac Div.), with local awards being made off the air.

In New York, a star-studded array of 1,500 actors, technicians, producer-directors and advertising executives were jammed into NBC-TV's Studio 8-H (the overflow being accommodated in adjacent 8-G) after a jurisdictional dispute between two local electricians unions had deprived the academy of use of the 7th Regiment Armory uptown [LEAD STORY, April 14]. Their physical discomfort was characterized by New York m. c. Phil Silvers who chided the Angelenos for sitting in "the glamorous (Ambassador Hotel) Cocoanut Grove while we're here in the NBC stock room."

Citations were generally shared by CBS and NBC, with ABC coming in for several kudos. New to the charmed circle were British actor-playwright Peter Ustinov and songstress Polly Bergen, both of whom copped the best acting crowns. Walking off with duplicate Emmys for a number of categories were Dinah Shore, Jack Benny, Robert Saudek Assoc., the *Phil Silvers Show* and *Playhouse 90.* Repeat winners from 1956: playwright Rod Serling, composer-conductor Leonard Bernstein, Edward R. Murrow, Miss Shore, Mr. Silvers, Carl Reiner and Robert Young.

Producer Saudek—operating for the first time without the financial support of the Ford Foundation—accepted for *Omnibus* by saying "It's most rewarding doing public service for private profit." CBS News Director John F. Day, accepting for Mr. Murrow, hoped that next year ATAS would "vote for the best news commentary with the exception of Edward R. Murrow"—reference to Mr. Murrow's seemingly unbreakable winning streak over the past decade.

Following the telecast, Milton Berle was sharply rebuked by critics and fellow entertainers for "hogging" time, thus depriving others of the chance to go before the cameras. (Also dropped: a filmed review of tv's first decade). But NBC-TV quickly exonerated the comedian by accepting "full responsibility" for having allowed the show to "run over" by 16 minutes (including a Lilt commercial and station break) before Mr. Berle hove into view. The comic confessed to having "stretched 7 minutes into 8¾" but asked "why should I take a bum rap? I didn't even get paid for my work."

Said NBC: Mr. Berle was scheduled to go on from 10:16-23 p.m., but didn't start until 10:32, following the NBC-TV affiliates break and the P&G commercial. Mr. Sullivan, said NBC, ran 2:05 minutes over as did the following: initial Phil Silvers opening, 1:30; Danny Thomas story, 2:15; presentation of first four awards, 2:45; Lilt commercial by Laraine Day 0:55; Chet Huntley film clip for year 1948, 0:25, while another four minutes were lost switching between Los Angeles and New York, plus applause.

The general tenor of the 90-minute presentation was one of humor and sophistication, but it did not lack its more somber aspects. ATAS President Ed Sullivan hoped that the American public would share with the industry "the harvest . . . of a mighty arsenal of energy and know-how, all aimed at bringing television and everyone in it nearer to a realization of its great potential." CBS newsman Eric Sevareid warned the national tv audience that it, too, had a "public responsibility" to face up to (see PLAYBACK, page 26).

The awards—national and local—follow:

Best single program of the year: "The Comedian" *(Playhouse 90)* on CBS-TV; best single performance by an actor: Peter Ustinov in "The Life of Samuel Johnson" *(Omnibus)* on NBC-TV; best single performance by an actress: Polly Bergen in "The Helen Morgan Story" *(Playhouse 90)* on CBS-TV; best teleplay writing (hour or more): Rod Serling, "The Comedian" *(Playhouse 90)* on CBS-TV;

Best teleplay writing (half-hour or less): Paul Monash, "The Lonely Wizard" *(Schlitz Playhouse of Stars)* on CBS-TV; best public service program or series: *Omnibus* on ABC-TV and NBC-TV; best news commentary: Edward R. Murrow *(See It Now)* on CBS-TV; best direction (hour or more): Bob Banner, *Dinah Shore Show* (entire series) on NBC-TV; best direction (half-hour or less): Robert Stevens, "The Glass Eye" *(Alfred Hitchcock Presents)* on CBS-TV;

Best comedy series: *Phil Silvers Show* on CBS-TV; best dramatic series with continuing characters: *Gunsmoke* on CBS-TV; best musical, variety, audience participation or quiz series: *Dinah Shore Chevy Show* on NBC-TV; best dramatic anthology series: *Playhouse 90* on CBS-TV; best comedy writing: Nat Hiken, Billy Friedberg, Phil Sharp, Terry Ryan, Coleman Jacoby, Arnie Rosen, Sidney Zelinka, A. J. Russell and Tony Webster *(The Phil Silvers Show)* on CBS-TV;

Best musical contribution to tv: Leonard Bernstein, "Johannes Sebastian Bach" *(Omnibus)* then on ABC-TV; best continuing supporting performance by actress in dramatic or comedy series: Ann B. Davis *(Bob Cummings Show)* on NBC-TV; best continuing supporting performance by actor in dramatic or comedy series: Carl Reiner *(Caesar's Hour)* on NBC-TV;

Best continuing performance by actor and actress in leading roles in dramatic and comedy series: Robert Young and Jane Wyatt *(Father Knows Best)* on NBC-TV; best continuing performance (male) by person who essentially plays himself: Jack Benny *(The Jack Benny Show)* on CBS-TV; best continuing performance (female) by person who essentially plays herself: Dinah Shore *(Dinah Shore Chevy Show)* on NBC-TV.

Also honored:

Best new program series of the year: CBS-TV, *The Seven Lively Arts;* best coverage of an unscheduled newsworthy event: CBS-TV, for Feb. 3, 1957, coverage of Rikers Island, N. Y., air

FOR "exceptional and distinguished support of the Ground Observer Corps program of the U. S. Air Force," KMOX St. Louis was given the AF Chief of Staff Award, here presented to KMOX General Manager Robert Hyland by Gen. Gordon H. Austin, commander of the 20th Air Div. of the Air Defense Command. KMOX's continuing "Operation Weather Alert" is monitored by the Ground Observer Corps as standard operating procedure. The KMOX warning system, using Conelrad signals, was submitted to the FCC in 1957 and a national Conelrad weather plan subsequently was adopted by the Commission.

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	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	33.0%	29.8%
Station 2	31.1%	31.8%
Station 3	23.5%	27.1%
Station 4	11.7%	11.3%

ARB/March 8-14, 1958

represented by H-R Television, Inc.

disaster on *World News Roundup;* best engineering or technical achievement: NBC-TV, engineering and camera techniques, *Wide Wide World;*

Best art direction: Rouben Ter-Arutunian for "Twelfth Night" *(Hallmark Hall of Fame)* on NBC-TV; best cinematography for tv: Harold E. Wellman, "Hemo the Magnificent" *(Bell Telephone Science Series)* on CBS-TV; best live camera work: CBS-TV, *Playhouse 90* (entire series); best tv film editing: Mike Pozen, "How to Kill a Woman" *(Gunsmoke)* on CBS-TV.

Local Awards:

New York Area—Most outstanding live program: WCBS-TV, *Sunrise Semester;* best documentary or educational program: WCBS-TV, *Sunrise Semester;* best news program: WCBS-TV, *The Late News With Ron Cochran;* best children's or teenage program: WRCA-TV, *Shariland* with Shari Lewis; most outstanding male personality: Prof. Floyd Zulli Jr. WCBS-TV's *Sunrise Semester;* most outstanding female personality: Shari Lewis (WRCA-TV's *Shariland* and *Hi, Mom).*

Los Angeles area—Best local entertainment program: KCOP (TV), *Golden Voyage* with Jack Douglas; best documentary or educational program: KRCA-TV's *Harvest* with Dr. Frank Baxter; best news program: KNXT (TV), *Clete Roberts Special Report;* best sports program: KNXT (TV), *Gil Stratton Sports Show;* best children's program: KRCA-TV, *Faith of Our Children;* most outstanding male personality: Clete Roberts of KNXT (TV); most outstanding female personality: Miyoshi Umeki of KNXT (TV); best local station production (seen also outside of Los Angeles): KCOP (TV), *I Search For Adventure* with Jack Douglas.

Special ATAS trustee award: Jack Benny.

SDX Awards Honor On-Air Journalism

KNX Los Angeles and WBZ-TV Boston are among recipients of Sigma Delta Chi awards for distinguished public service in radio and television journalism, respectively.

Other winners of the 26th annual citations, announced last week by Victor E. Bluedorn, national SDX awards director, included Jerry Rosholt, radio news editor-writer, WCCO Minneapolis, for radio newswriting; Dave Muhlstein, news director of KLIF Dallas, and the station's news staff, for radio reporting; Jim Bennett, news director-photographer, KLZ-AM-TV Denver, for television reporting.

WBZ-TV was honored for its editorial documentary, *City in a Shadow,* whose impact was described as awakening the community "to the need for urban renewal."

A "character study in depth of a murderer," guided by "ethical responsibility," won KNX its public service radio journalism citation. Station newsmen were cited for "skillful writing and editing [which] preserved the dramatic while avoiding the sensational." KNX in a CBS-owned station.

Mr. Bennett was honored for "outstanding television spot news reporting" at KLZ-TV —cited for covering a drowning story "with good taste and dramatic restraint . . . and powerful simplicity," all within 69 seconds.

Mr. Muhlstein and the KLIF news staff were cited on the basis of "expeditious, accurate and complete" area coverage of a Texas tornado. The citation noted the KLIF coverage "is an exemplary example of how radio may serve the public."

In radio newswriting, Mr. Rosholt was

BENNETT ROSHOLT MUHLSTEIN

commended by SDX as "apparently the first American journalist to recognize the Russian satellite launching as the beginning of the space age and so report it to the public . . . Oct. 4, 1957." The citation pointed out he produced his copy "beyond normal pressures of deadline," in short takes for remote broadcast 20 minutes before air time.

Fifteen categories were set aside for outstanding achievement in radio, tv, press and journalistic research performed during 1957. Nominations were judged by 57 journalists and distinguished Americans.

Bronze medallions and accompanying plaques will be presented by Robert J. Cavagnaro, Associated Press, San Francisco, and national SDX president, at a banquet at New York's Plaza Hotel May 15.

'Review' Awards Cite Radio, Tv

Six tv and radio programs were cited for programming in the public interest by the *Saturday Review's* "Sixth Annual Awards for Distinguished Advertising in the Public Interest." The winners as announced April 19 are (for radio) *NBC News* and ABC's *The Metropolitan Opera;* (television) *NBC News,* NBC-TV's *Hallmark Hall of Fame* and "The Life of Samuel Johnson" on *Omnibus,* CBS-TV's *See It Now* and ABC-TV's *Disneyland.* Runners-up in the awards were ABC-TV's *Voice of Firestone,* NBC-TV's *Wagon Train, NBC Opera,* CBS-TV's *Seven Lively Arts* and the Khrushchev interview on *Face the Nation.*

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MEDIA BROKERS

RCA Supports NYU In ETV Workshop Plans

RCA will spend $100,000 to give educational television a higher status while aiming to upgrade educational standards.

Details of RCA's plans were contained in a speech scheduled for delivery Saturday by RCA President John L. Burns at a Miami dinner of the National School Boards Assn. The plans: an educational television workshop to be set up at New York U. and RCA support of a professorship in educational tv at NYU that will provide supervision for the workshop.

To Mr. Burns, tv aids can "bring about a massive upgrading of our educational standards," noting that the workshop can serve U. S. public schools as well as "benefit all education." Echoing this sentiment was Dr. John E. Ive Jr., executive vice president of New York U., who in a statement for release Saturday hailed RCA's "public-spirited intiative in undertaking such a project."

Mr. Burns' address pointed up today's challenge to American schools as "critical" and called for "sweeping new approaches to all aspects of education, especially to the problem of communication between teacher and student."

Electronics, said Mr. Burns, offers a "realistic solution" to current teacher and facility shortages, the prospect of higher salaries for highly-qualified teachers and the opportunity for more individualized instruction. Needed now, he continued is development of teaching talent and lesson content "that will take fullest advantage of tv's priceless potentialities."

The workshop will be used to create and develop "the most effective aural and visual techniques for classroom tv" and make available the results of the research to teachers' colleges, elementary and secondary schools and other interested educational groups. RCA, in addition to supporting the professorship, will equip a studio to serve as a laboratory at NYU, will maintain and service the equipment for a full year and draw on NBC's skills and resources for guidance in graphic arts presentation and broadcast techniques.

U. of Miami Summer Session Offers Seven Radio-Tv Courses

The U. of Miami, Coral Gables, Fla., is offering seven courses in broadcasting performance, tv production and audio control, it has been announced by Dr. Sydney W. Head, chairman of the radio-tv-film department.

Four courses will be taught in the first summer session, June 16-July 23, and three in the second, July 25-Aug. 29.

Laboratory projects for credit include production crew positions for the *Miami Viewpoint* series on WCKT (TV) there, a film series, *Survival in the Sea,* a university radio show on WGBS and a radio music series.

Instructors are Edgar Talbert on broadcast performance, Whitman Ralsten on audio control room operation and Professor Paul Nagel Jr. and Wilson Griffith on production and direction.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Edward Kletter, vice president and director of advertising, Pharmaceuticals Inc. and J. B. Williams Co., N. Y., to board of directors.

William J. Peterson, head of Cunningham & Walsh's Hollywood office, elected vice president. Mr. Peterson joined agency in 1949 as tv copywriter, served in New York for two years and then was transferred to Hollywood.

Edward Gelsthorpe, assistant vice president and director of merchandising, Bristol-Myers Products Div., N. Y., and **F. Harry Fletcher,** assistant vice president and assistant sales director, named vice president-sales manager and vice president-national field sales manager, respectively.

Dan W. Murchison, sales manager of industrial products department, Borden Food Products Div., Borden Co., to sales manager, industrial sales department, Borden Foods.

Jack Kerr, senior account executive, McCann-Erickson, L. A., named account supervisor.

T. Neal Wilder, account group head for Schenley Industries, and **Frederick J. Edwards,** vice president and account supervisor, Ted Bates & Co., have joined BBDO, N. Y., as account group head and account executive, respectively.

Richard E. Goebel, southwest manager and member of national plans board, Arthur Meyerhoff & Co., Chicago, joins Garfield Adv., S. F., as account supervisor and member of agency's newly-established executive management committee.

Andre Anastasion, formerly advertising director of Rose Marie Reid, L. A., joins Kennedy, Walker & Wooten, Beverly Hills, Calif., as account executive and member of plans board.

Sam Young, formerly account executive, MPA (motion picture producers), joins Carroll Adv. as account executive in its San Antonio (Tex.) office.

Thomas L. Greer, formerly vice president of Biow Co., N. Y., joins Plough Inc. (St. Joseph Aspirin, Coppertone and other drugs and cosmetics) as director of advertising and **Frank G. Morris,** with Plough for past 30 years, named advertising budget manager.

Betty Thomas, merchandising director of KFWB Los Angeles, to Donahue & Coe, that city, as merchandising director.

David Levy, vice president in charge of creative development for radio and television department, Young & Rubicam, N. Y., named associate director of department.

Richard Hyland has transferred from magazine buyer in media department at J. Walter Thompson, Chicago, to associate media director. **Louis H. Bennit,** media staff member, succeeds him as magazine buyer.

Gerald L. Freeman, creative staff, Kellogg-Crescent Co., Evansville, Ind., named radio and tv director.

Beverly Fleming, Maury, Lee & Marshall, and **Alan Koehler,** Bernice Fitz-Gibbon Inc., have joined Norman Craig & Kummel, N. Y., as copywriters.

William E. Dempster, formerly with Roy Durstine Inc., has joined executive staff of Calkins & Holden, N. Y.

Franklyn J. Bardack, formerly with Fraser & Kelly, Albany, N. Y., joins Brooke, Smith, French & Dorrance, Detroit, creative staff.

Donald Ladin, formerly with Reincke, Meyer & Finn, joins John W. Shaw, Chicago, production staff.

Frederick H. Harrison, formerly Chicago district manager of General Motors Corp. truck and coach division, to Young & Rubicam, Chicago, contact department.

NETWORKS

John H. White, national sales manager of ABC Radio, appointed to newly-created position of director of national sales for network. Sales staffs in New Yoork, Chicago and Hollywood will report to Mr. White.

Harold Graham, CBS-TV Hollywood, named program executive and will function in areas of implementation of agency and advertiser relations for network in Hollywood. **Stanley Rubin** named staff producer for CBS-TV Hollywood.

FILM

Al Buffington, director of radio and tv productions at Dan B. Miner Co. (now Honig-Cooper & Miner) since 1954, joins Fidelity Films as vice president in charge of production.

Bob Olds, formerly head of tv film production department, McCann-Erickson, N. Y., joins Alexander Film Co., Colorado Springs, Colo., as creative director.

Jack Bower, formerly motion picture consultant, W. J. German Inc., to Loew's Inc. commercial and industrial film division as eastern sales and service representative. He will headquarter in MGM-TV's N. Y. office.

James Fonda, CBS-TV producer in Hollywood, has joined Screen Gems as producer.

John Porterfield, ABC-Film Syndication Sales, N. Y., to Gross-Krasne, that city.

STATIONS

John Newman named director of advertising and promotion for WMGM New York and **Herb Landon,** director of public relations. Mr. Newman formerly was director

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AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

of advertising and publicity for Official Films, N. Y., and Mr. Landon was publicity director of Kenyon & Eckhardt, Hollywood, and managed his own firm, Advertiser Service Assoc., Hollywood.

William R. Brazzil, national sales director, WTVJ (TV) Miami, promoted to vice president in charge of sales. **Ken Bagwell,** assistant national sales director becomes responsible for national sales for WTVJ; **Ed Rainey,** credit manager, to administrative sales manager, and **Lou Brooks,** assistant credit manager, promoted to credit manager.

Paul C. Louther, program director for WVET-AM-TV Rochester, N. Y., promoted to vice president in charge of radio and station manager of WVET.

F. Chase Taylor Jr., operations manager for WVET-TV, takes on additional duties as program director of WVET.

John F. Graham, program operations manager, KART Jerome, Idaho, promoted to vice president of programs and sales.

Robert M. Hetherington, vice president and sales manager, KATZ St. Louis, joins KXLW that city as general manager.

Dick Morrison, formerly commercial manager, KXYZ Houston, Tex., joins WNOE New Orleans as general sales manager. **Gerald Monday,** formerly with KNOE-TV Monroe, La., named promotion and production manager of WNOE; **Rosemary Farmer Corry,** continuity-publicity director; **Joyce Danna,** traffic manager, and **Bud Jarvis** news director.

Donald MacLachlan, station manager, WGBB Freeport, named general sales manager of WGBB and WGSM Huntington, both New York. **Michael Sands,** business manager of WGBB, named assistant station manager.

Robert Sinclair, sales manager, WCHS Charleston, W. Va., named station manager.

Robert E. Cobbins, commercial manager, WARL Arlington, Va. (headquarters of Blumenthal radio stations), appointed manager of WABB Mobile, Ala., latest acquisition in Blumenthal group.

Albert L. Auclair named national sales manager of Granite State Network and Good Neighbor Stations (includes stations in New Hampshire and Pennsylvania).

John B. Stodelle has sold his San Diego, Calif., advertising agency to join KFMB-TV, that city, as local sales manager. He succeeds **John Cummings,** resigned to return to Indianapolis, Ind.

Charles Crawford, account executive, WTOP Washington, named national contact and sales development manager.

Edward J. Roth Jr. resigned as program manager of WGN-TV Chicago April 18 but will continue as program consultant until July 11. He plans to devote full time to creative programming field.

Jack Lynn, manager of film programs for WABD (TV) New York and WTTG-TV Washington, named program manager of WNTA-TV Newark, N. J., effective May 7, when National Telefilm Assoc., N. Y., assumes operation of the station.

Charles D. Miller, production manager for WCCO-TV Minneapolis since 1951, joins KMOX-TV St. Louis in similar capacity.

Dick Welna, chief engineer, KOOO Omaha, Neb., named studio manager and **Deane Johnson,** production manager.

Charles Klug, former staff producer at KDKA Pittsburgh, has been appointed fm program coordinator for Westinghouse Broadcasting Co. fm stations. Mr. Klug will plan and coordinate programming on WBZ-FM Boston; KDKA-FM Pittsburgh; KYW-FM Cleveland; and KEX-FM Portland, Ore.

Philip L. Mooney, 29, engineer with Lohnes & Culver, Washington, died last Wednesday in Georgetown U. Hospital of uremia. He was formerly transmitter engineer at WDEV Waterbury, Vt.

REPRESENTATIVES

L. Edward Tilden Jr., account executive, WBBM Chicago, joins McGavren-Quinn, that city, as sales representative.

Joseph M. Friedman, administrative sales manager, KPIX-TV San Francisco, to sales staff of H-R Television Inc., S. F., replacing John T. Bradley, who was promoted to midwestern sales manager.

MANUFACTURING

Sid Weiss, west coast sales manager for Audio Div. of American Electronics since 1955, announces establishment of Sid Weiss Assoc., L. A. Firm will act as representative in quality high fidelity component field and will cover southern California and southern Nevada territory for American Electronics (Concertone tape recorders), H. H. Scott (tuners and amplifiers) and Stephens Trusonic Inc.

William Carlton Allen, director of manufacturing atomic power and defense groups of Westinghouse Electric Co., Pittsburgh, to IT&T, N. Y., as director of manufacturing, U. S. group. **Joseph J. Holley,** supervisor of various aspects of instrument manufacture for IT&T, Lodi, N. J., appointed manufacturing manager for Federal Instruments group of IT&T's Industrial Products Div.

Kenneth W. Connor, eastern regional sales manager, Sylvania Home Electronics, appointed manager of sales management development.

Gerard Cafaro, formerly sales engineer for components division of IT&T, N. Y., and **George Kulper,** assistant sales manager, join Audio Devices Inc., that city, as sales engineers.

Edwin L. Bacon, assistant advertising and sales promotion manager since 1945 for Graybar Electric Co., N. Y., appointed national advertising sales promotion manager.

Nat Welch, ORRadio, has been appointed general chairman of first annual Distribution Congress, scheduled to be held at Conrad Hilton Hotel, Chicago, May 22.

James B. Shoop, district sales representative, Zenith Radio Corp., was killed April 6 in airliner crash near Midland, Mich.

PROGRAM SERVICES

Sydney Yallen, director of operations of KFWB Los Angeles, to Ted Bentley Productions (producer of trade shows, expositions, special events) that city, as executive vice president. Company also acts as radio and tv consultants.

INTERNATIONAL

D. C. Tucker, formerly with Canadian Marconi Co., Montreal, named marketing administrator of RCA Victor Co., that city, and **T. B. Thomson,** broadcast engineering group of RCA, to marketing administrator of RCA's broadcast equipment group.

What's New At the Biltmore
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Station Authorizations, Applications

As Compiled by BROADCASTING

April 10 through April 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Gainesville, Fla.—U. of Fla.*—Granted ch. 5 (76-82 mc); ERP 16.6 kw vis., 8.7 kw aur.; ant. height above average terrain 482.5 ft., above ground 468 ft. Estimated construction cost $221,635, first year operating cost $30,000, revenue not applicable. P. O. address Dr. Harry M. Philpott, 226 Administration Bldg., U. of Fla., Gainesville, Fla. Studio location Gainesville, Fla. Trans. location 5.5 miles NW of Gainesville. Geographic coordinates 29° 42' 34" N. Lat., 82° 23' 51" W. Long. Trans. RCA, ant. GE. Legal counsel Krieger & Jorgensen, Wash., D. C. Consulting engineer William J. Kessler, Gainesville, Fla. **Board of Control,** public corporation of State of Fla., will act for and on behalf of **U. of Fla.** U. of Fla. is licensee of **WRUF-AM-FM Gainesville.** Announced April 16.

Oklahoma City, Okla.—Malco Theatres Inc.—Granted ch. 19 (500-506 mc); ERP 22.85 kw vis., 12.3 kw aur.; ant. height above average terrain 359 ft., above ground 392 ft. Estimated construction cost $135,647, first year operating cost $140,000, revenue $155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Oklahoma City. Trans. location Oklahoma County. Geographic coordinates 35° 28' 21" N. Lat., 97° 30' 53" W. Long. Trans.-ant. RCA. Legal counsel Haley, Wollenberg & Kenehan, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Malco Theatres Inc., movie theatre interests and former owner **WEHT (TV) Henderson, Ky.,** and **WEOA (TV) Evansville, Ind.,** will be sole owner. Announced April 16.

APPLICATION

Bakersfield, Calif.—Pacific Bestrs. Corp. ch. 39 (620-626 mc); ERP 184 kw vis., 92 kw aur.; ant. height above average terrain 691 ft., above ground 492 ft. Estimated construction cost $157,888, first year operating cost $300,000, revenue $360,000. P. O. address 3761 South Hill St., Los Angeles. Studio-trans. location approx. 3½ miles north of Oildale, off Woody Highway on Mt. Tv. Geographic coordinates 35° 27' 56" N. Lat., 119° 00' 53" W. Long. Trans. RCA Driver, GE Amp., ant. RCA. Legal counsel McKenna and Wilkinson, 1735 DeSales St., Washington 6, D. C. Owners are **H. L. Hoffman** (60%) and **Terry H. Lee** (40%). Mr. Hoffman is in electronics manufacturing; Mr. Lee was until recently president and general manager of **Tv Diablo Inc. (KOVR [TV] Stockton).** Announced April 14.

Existing Tv Stations

CALL LETTERS ASSIGNED

KMTR (TV) San Francisco, Calif.—Golden State Bcstg. Co., ch. 38.

WTAM-TV Louisville, Ky.—Robert W. Rounsaville, ch. 41. Changed from WQXL-TV, effective May 1.

Translators

ACTION BY FCC

Navajo Tribal Council, Window Rock, Fort Defiance and **St. Michaels, Ariz.**—Granted cps for three new tv translator stations to translate programs of **Albuquerque, N. M.,** stations—one on ch. 72 to translate programs of **KOB-TV** (ch. 4), second on ch. 76 to translate programs of **KOAT-TV** (ch. 7), and third on ch. 80 to translate programs of **KGGM-TV** (ch. 13). Announced April 16.

New Am Stations

APPLICATIONS

San Luis Obispo, Calif.—Valley Electric Co. 1280 kc, 500 w D. P. O. address 661 Higuera St., San Luis Obispo. Estimated construction cost $49,630, first year operating cost $84,300, revenue $96,000. Owners are **Christina Jacobson** (two-thirds) and **Leslie Hacker** (one-third) who formerly were partners in **KVEC-AM-TV San Luis Obispo.** Announced April 10.

Salmon, Idaho—Snake River Radio & Tv Co. Inc. 960 kc, 1 kw D. P. O. address 455 South 2d East, Rexburg, Idaho. Estimated construction cost $15,294, first year operating cost $26,600, revenue $34,300. **Alfred E. Shumate** owns 99% of applicant which also is licensee of **KRXK Rexburg.** Announced April 10.

Oak Harbor, Ohio—Dale Windnagel 1590 kc, 500 w D. P. O. address RFD #2, Oak Harbor. Estimated construction cost $47,000, first year operating cost $30,000, revenue $45,000. Sole owner **Windnagel** is building contractor. Announced April 10.

Existing Am Stations

APPLICATIONS

WPRT Prestonburg, Ky.—Cp to increase power from 1 kw to 5 kw; change ant.-trans. and studio location to U.S. Highway 23, one mile west of **Emma, Kentucky,** install directional ant. daytime, make changes in ground system and install new trans. Announced April 10.

KMCM McMinnville, Ore.—Mod. of license to change hours of operation from unl. to specified hours: Monday thru Sat., 6:30 a.m. to 6:30 p.m.; Sunday: 7:30 a.m. to 6:30 p.m. Announced April 14.

WHEY Millington, Tenn.—Cp to increase power from 250 w to 500 w and install new trans. Announced April 16.

WFAX Falls Church, Va.—Cp to increase power

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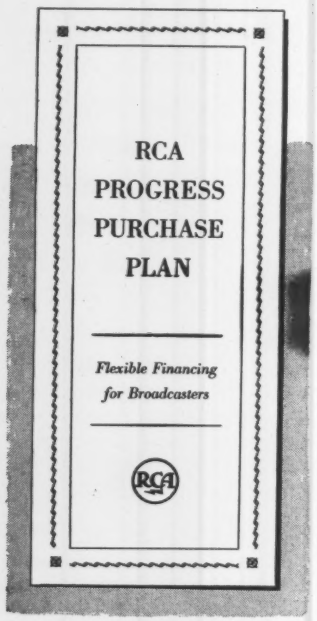

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from 1 kw to 5 kw and install new trans. Announced April 16.

CALL LETTERS ASSIGNED

WINF Manchester, Conn.—Manchester Bcstg. Co., 1230 kc.

WTMP Tampa, Fla.—Rounsaville of Charlotte Inc. Changed from WTAM, effective May 1.

WPNC Plymouth, N. C.—Harry A. Epperson Sr., 1470 kc. Changed from WPLN.

WOOW Washington, N. C.—John P. Gallagher, 1340 kc. Changed from WHED.

KDOV Medford, Ore.—K. C. Laurance, 800 kc.

New Fm Stations

APPLICATIONS

Arlington, Calif.—La Sierra College*, 91.1 mc, 1.68 kw. P. O. address c/o W. Fletcher Tarr, Dept. of Speech. Estimated construction cost $15,350, first year operating cost $500. Announced April 15.

Redondo Beach, Calif.—South Bay Bcstg. Co., 93.5 mc, 1 kw U. P. O. address 4020 Arch Dr., North Hollywood, Calif. Estimated construction cost $15,917, first year operating cost $38,000, revenue $42,000. **Sherman Somers** and **Robert William Crites** are 50% partners. Both are in phonograph record distribution. Announced April 10.

Baltimore, Md.—Commercial Radio Institute Inc., 93.1 mc, 19.55 kw unl. P. O. address 38 west Biddle St., Baltimore. Estimated construction cost $25,964, first year operating cost $30,000, revenue $30,000. Owners are **Julian S.** and **Carolyn B. Smith** (34.5%) and several small stockholders. Mr. Smith is guidance and navigation unit head at **Martin Co.** Announced April 10.

Austin, Tex.—U. of Texas*, 88.5 mc, 4.08 kw. P. O. address Box 8033, Austin. Estimated construction cost $11,200, first year operating cost $2,000. Announced April 15.

Existing Fm Stations

APPLICATIONS

KCBQ-FM San Diego, Calif.—Mod. of cp (which authorizes new fm broadcast station) to change frequency from 107.9 mc, ch. 300 to 107.7 mc, ch. 299. Announced April 16.

KCLE-FM Cleburne, Tex.—Cp to change frequency from 94.3 mc, ch. 232 to 94.9 mc, ch. 235, increase ERP from 0.325 kw to 6.35 kw, install new ant. and trans. and increase ant. height above average terrain from 190 ft. to 274.8 ft. Announced April 11.

FM CHANNEL CHANGES PROPOSED

Commission invites comments by May 16 to proposed rule making to amend allocation plan for Class B fm stations by deleting ch. 286 from **Sharon, Pa.**, and adding it to **Salem, Ohio.** Amendment will make available ch. 286 for proposed new Class B fm station in Salem as requested in application by **Russell C. Jones.**

Commission invites comments by May 16 to proposed rule making to amend allocation plan for Class B fm stations by deleting ch. 223 from **Milwaukee** and adding it to **West Bend, Wis.** Amendment will make available ch. 223 for proposed new Class B fm station in West Bend as requested in application by **West Bend Bcstg. Co. (WBKV).**

Commission invites comments by May 16 to proposed rule making to amend allocation plan for Class B fm stations by adding ch. 279 to **San Diego, Calif.** Amendment will make available ch. 279 for proposed new Class B fm station in San Diego as requested in application by **Broadmoor Bcstg. Corp. (KSON).**

CALL LETTERS ASSIGNED

WCCM-FM Lawrence, Mass.—Lawrence Bcstg. Co., 93.7 mc.

WJMO-FM Cleveland, Ohio—Friendly Bcstg. Co., 106.5 mc.

KEFM (FM) Oklahoma City, Okla.—Carl E. Williams, 94.7 mc.

WDJR (FM) Oil City, Pa.—WKRZ Inc., 98.5 mc. Changed from WKRZ-FM.

KMCS (FM) Seattle, Wash.—Fm Bcstrs. Inc., 98.9 mc. Changed from KPOS (FM).

Ownership Changes

ACTIONS BY FCC

KNGS Hanford, Calif.—Granted assignment of license to **Ellsworth Peck** and **A. J. Krisik,** d/b as **Vallejo Bcstg. Co.**; consideration $260,000. Announced April 16.

KIDD Monterey, Calif.—Granted assignment of license to **Monterey Peninsula Bcstrs. (Robert K. Sherry,** president); consideration $185,000. Announced April 16.

KGMC Englewood, Colo.—Granted assignment of license from **Grady Maples** and **R. B. McAlister** to **MacLee Radio Inc. (Robt. B. McWilliams,** president); consideration $290,000. Announced April 16.

WLOR Torrington, Conn.—Granted assignment of license to **Pioneer States Bcstrs. Inc.**; consideration $84,000. **Albert L. Capstaff,** assignee president, owns **WDEW Westfield, Mass.** Announced April 16.

WBOP Pensacola, Fla.—Granted assignment of license from **Edwin V. Spencer,** et al., to **Tri-Cities Bcstg. Co. Inc.**; consideration $65,000. Assignee is licensee of **KREL Baytown, Tex.,** and stockholders also have interest in **WGCM Gulfport; WBIP Booneville; WTUP Tupelo,** and **WAZF Yazoo City,** all **Mississippi.** Comr. Bartley voted for a 309 (b) letter. Announced April 16.

WGPC Albany, Ga.—Granted assignment of license from **J. W. Woodruff** and **J. W. Woodruff Jr.,** to **J. W. Woodruff Jr., L. M. George** and **E. B. Cartledge Jr.**; consideration $62,000. Announced April 16.

Oak Grove, La.—Carroll Bcstg. Co.—Granted 1280 kc, 1 kw D. P.O. address % E. R. McCormick, Oak Grove. Estimated construction cost $16,630, first year operating cost $27,000, revenue $33,000. Equal partners are **Mr. McCormick,** gas company owner, **W. O. James,** retail drugs, and **D. B. Fiske,** theatre owner. Announced April 16.

WHK-AM-FM-TV Cleveland, Ohio—(1) Granted assignment of licenses of WHK and WHK-FM and cp of latter to **DuMont Bcstg. Corp.**; consideration $700,000; (2) is being advised that applications for extension of time to construct WHK-TV and to transfer it to DuMont indicates necessity of hearing. DuMont is licensee of **WNEW-AM-FM** and **WABD (TV) New York City,** and **WTTG (TV) Washington, D. C.** Announced April 16.

WHHM Memphis, Tenn.—Granted assignment of license from **Mid-South Bcstg. Corp.** to **Cy Blumenthal** for $140,000. Mr. Blumenthal's broadcast interests: **KCKN Kansas City, Kan.,** and **WCMS Norfolk, Va.** (licensee of both); **WARL-AM-FM-TV Arlington, Va.** (100%), and **WROV Roanoke, Va.** (10%). Announced April 16.

APPLICATIONS

WGBA Columbus, Ga.—As well as **WCHK Canton, Ga.,** and **WULA Eufaula, Ala.,** seek acquisition of positive control by **Charles McClure** in return for his stock in **WRFC Athens, Ga.,** and

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through March 31

	AM	FM	TV
LICENSED (all on air)	3,174	520	404[1]
CPs ON AIR (new stations)	55	20	107[2]
CPs NOT ON AIR (new stations)	88	72	106
TOTAL AUTHORIZED STATIONS	3,317	612	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	418	49	73
APPLICATIONS FOR NEW STATIONS (in hearing)	109	10	55
TOTAL APPLICATIONS FOR NEW STATIONS	527	59	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	239	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	15
TOTAL APPLICATIONS FOR MAJOR CHANGES	275	22	56
LICENSES DELETED	0	1	0
CPs DELETED	0	2	0

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 16

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,174	62	83	542
FM	520	20	81	65
TV (Commercial)	404[1]	107[2]	107	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 16

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

$6,500 both of which to be transferred to **L. H. Christian.** Announced April 10.

WKLY Hartwell, Ga.—Seeks assignment of license from **Max Pfaender,** administrator of estate of **Louie Morris,** deceased, to **Max** and **Edna Pfaender** and **Sue Hudson** d/b as **WKLY Bcstg. Co.** No payment involved. Mr. Pfaender (50%) also owns **WKLE Washington, Ga.** Announced April 15.

KCLN Clinton, Iowa—Seeks transfer of control (75%) of licensee corporation **(Valley Tv & Radio Inc.)** from **John R. Livingston, Errett G. Zendt** and **Kenneth M. Parker** to **Rock River Bcstg. Co.,** for $600. Buyer is owned by **William E. Walker** (34.66%), **Charles R. Dickoff** (17.33%), and others. Mr. Walker owns 36% of **WBEV Beaver Dam** and .05% of **WMAM** and **WMBV-TV Marinette,** all **Wisconsin.** Mr. Dickoff owns 8.6% of WBEV. Announced April 14.

WAIN Columbia, Ky.—Seeks acquisition of positive control of licensee corporation **(Tricounty Radio Bcstg. Corp.)** by **S. C. Bybee** through purchase of five shares from **Roy Stotts** for $600. Announced April 15.

KAKJ (TV) Reno, Nev.—Seeks transfer of control of permittee corporation **(Nev. Bcstg. Corp.)** from **Robert C. Fish** to **Irving V. Willat** for $500. Mr. Willat holds few non-voting shares in **KONA-TV Honolulu.** Announced April 15.

WDDY Gloucester, Va.—Seeks assignment of license from **WDDY Inc.** to **Cape Radio Inc.** for $65,000. New owners are **Arthur Lazarow** (56%) and others. Mr. Lazarow is announcer with **WWJ-AM-FM-TV Detroit.** Announced April 10.

Hearing Cases

FINAL DECISIONS

By supplemental decision of April 16, Commission affirmed existing grant of application of **Beaumont Bcstg. Corp.** for new tv station **(KFDM-TV)** to operate on ch. 6 in **Beaumont, Tex.,** and denied competing application of **Enterprise Co.** After remand from court, examiner's second initial decision had proposed grant to Enterprise Co. Comrs. Bartley and Ford not participating.

By memorandum opinion and order upon remand of April 16, Commission, (1) granted amended application of **American Broadcasting-Paramount Theatres Inc.,** for permit to transmit programs to tv station **XETV Tijuana, Mexico,** for period of one year; Comr. Craven issued concurring statement; Comr. Ford not participating; (2) by separate memorandum opinion and order denied petitions by **Wrather-Alvarez Bcstg. Inc. (KFMB** and **KFMB-TV) San Diego, Calif.,** for issuance of cease and desist order and to reopen the record and enlarge issues. Comr. Ford not participating.

By order of April 16, Commission made effective immediately Mar. 28 initial decision and granted application of **John Bozeman** for new am station to operate on 900 kc, 250 w DA, D, in **Wichita, Kan.**

By memorandum opinion and order of April 16, Commission granted in part and denied in part petitions of **Radio Orange County Inc., Anaheim; Charles R. Bramlett, Torrance,** and **Anaheim-Fullerton Bcstg. Co. Inc., Anaheim-Fullerton, Calif.,** for reconsideration of hearing order and enlargement of issues in proceeding involving applications for new am stations. Comr. Ford not participating.

INITIAL DECISION

Hearing Examiner Millard F. French issued supplemental initial decision looking toward grant of application of **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Tex.**

OTHER ACTIONS

Commission on April 16 directed preparation of documents looking toward:

Granting application of **Community Bcstg. Co.** for new tv station to operate on ch. 11 in **Toledo, Ohio,** and denying competing applications of **Great Lakes Bcstg. Co., Toledo Blade Co., Unity Corp. Inc., Citizens Bcstg. Co., Maumee Valley Bcstg. Co.,** and **Anthony Wayne Tv Corp.**

Affirming an examiner's initial decision of Dec. 3, 1957 to grant application of **Jackson County Bcstg. Co.** for new am station to operate on 1320 kc, 500 w D, in **Maquoketa, Iowa.**

KRON-TV San Francisco, Calif.—Being advised that application to increase ant. height from 1480 to 2049 ft. and change ant. system indicates necessity of hearing. Announced April 16.

KGO-TV San Francisco, Calif.—Being advised that application to increase ant. height from 1348 to 1811 ft. and change transmission line indicates necessity of hearing. Announced April 16.

WLBT Jackson, Miss.—Being advised that action on application to change trans. location to point 4 miles southeast of **Raymond,,** and 12 miles southwest of **Jackson,** increase tower height to 1580 ft. above average terrain and 1949 ft. above mean sea level, change ant. system and make other equipment changes will be withheld until definite date for immediate commencement of construction at proposed trans. location is indicated by applicant. Announced April 16.

Historyland Radio Star Bcstg. Corp., Fredericksburg, Va.—Designated for consolidated hearing applications for new am stations to operate on 1350 kc, 500 w D made **WAVY Portsmouth,** party to proceeding. Announced April 16.

WBOF Virginia Beach, Va.—Designated for hearing application to change facilities of WBOF from 1600 kc, 1 kw D, to 1550 kc, 5 kw D, in consolidated proceeding with applications for new

Continues on page 129

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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Unusual opportunity for advancement as general manager and eventually as vice president of metropolitan market station. Should have previous experience as general manager in smaller market. Under 40 with strong sales experience. Box 848D, BROADCASTING.

Metropolitan daytime station needs manager with good sales record experience and in smaller market desirable. Box 849D, BROADCASTING.

Good men are very difficult to find—not because there is a shortage of them, but because the good men are afraid to change from an adequate position now—to an opportunity with another organization. I own several major market stations—well-rated—well promoted—and I offer an outstanding permanent opportunity for management after a short period of intensive training in sales management and administrative, based purely on intelligence and ability—no-one is in line ahead of you. You can make a great deal of money—be wonderfully happy—and really exert your own ideas and desires. Naturally, such a person is now employed, but deeply wants such an honest opportunity very soon. Why don't you write me your own resume and ideas regarding management, programming philosophy and sales management this evening? Send photo also. I'm looking for you and I feel sure you are looking for me. Box 897D, BROADCASTING.

Manager: You can buy a piece of country and western station if you can run it. Must be a sharp manager and believe in it. Metropolitan city coverage. Write your story to Box 946D, BROADCASTING.

Sales

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

Full time sales—young woman 25 to 35 with background in radio, southern California market, lovely town good possibilities. Start $300.00 per month. Chance for advancement. Photo and references. Box 934D, BROADCASTING.

Ohio independent. Major market looking for management material with successful sales background. Top opportunity for top man. Box 966D, BROADCASTING.

Exceptional opportunity for young married, experienced salesman-announcer for new music and new station northern California. Box 230, Klamath Falls, Oregon.

Sales manager for San Francisco Bay area's leading fm station. Outstanding opportunity with adequate starting salary, excellent potential in a progressive organization with unlimited future. Must be intelligent, imaginative, hard-working. Good character and business references required. Send picture, resume, references. KPEN, Atherton, California.

Announcers

Florida. Need experienced personality top dj. Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation's leading chains. Rush tape, background, information. Box 746D, BROADCASTING.

500 watter, 50 miles from Philadelphia, needs experienced mature, resonant announcer-disc jockey. Salary, bonus plan, record hop. Box 852D, BROADCASTING.

Wanted: Radio newsman for large metropolitan news operation. Must have professional newscast style, writing and reporting ability. Schedule demands some tv writing and film-cutting. Salary in vicinity of $100 weekly. Send experience resume, photo, tape and references to Box 900D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

50,000 population Texas station wants one good experienced announcer-personality. Exceptional pay-opportunity. Southwest area men only need apply. Tape and all information first letter. Box 915D, BROADCASTING.

Announcer—first phone, immediate opening, top pay and conditions. Call Box 936D, BROADCASTING.

Want man for modern news approach. Man who gets news, (free to make beeper calls around the world) and delivers on air with interest, excitement. Will be in charge of news for top radio in mid-west metropolis about to expand with other stations. Will head up news for all stations. Tape, photo, complete background to: Box 940D, BROADCASTING.

DJ who understands country and western music. Must like it. No "Gabby" Hayes type. A record spinner, tight on production. Excellent climate. State all in first letter, have tape available. Box 944D, BROADCASTING.

Hello you southern dj's. Do you have a Ernie Ford delivery. Can you spin country and western records and read your commercials sincerely. No Grandpa Jones type or tongue-in-cheek. Send resume and have tape available. North of Dixon line. Good climate. Box 945D, BROADCASTING.

Girl dj's with southern accent or sincere delivery. Not too sexy but encouraging. Send resume and picture and have 15 minute tape ready. Prefer girls who know and like country and western. Box 947D, BROADCASTING.

Immediate opening for program manager at new station in Pittsburgh area. Applicant must be ambitious and willing to prove his qualifications for more responsible position in management of this chain. Must have several years announcing experience. Prefer family man with car. Send tape, resume, salary requirements and photo immediately. Box 949D, BROADCASTING.

Young station needs "ole" announcer with cheery, "morning" voice; also for sales, continuity. Quick advancement to assistant manager if you fit. Must know board. Write or call George Williams, KGHM, Brookfield, Mo.

KOFO, Ottawa, Kansas, seeks responsible announcer-engineer (first class license) who likes local radio, desires to do good job with an efficient, congenial, small staff, and will enjoy living in a good 11,000 town with a future. Daytimer, 250 watts. Combination studio-transmitter, Gates. Moderate maintenance. Good announce shift. Send information, tape. Roderick B. Cupp, Manager.

All-around staff announcer with experience in play-by-play baseball. Send replies to Radio KONG, Visalia, California.

Expanding "Fine Music" fm network has immediate opening in the Boston area for above average announcer-first phone engineer with classical music background. Applicants should submit recent photo, tape, complete resume, and salary requirements in first reply. Station WBCN, Concert Network, Inc., 171 Newbury Street, Boston 16, Massachusetts.

Announcer, experienced in operating radio board, capable of assuming television assignments. Send info, tape, picture to Len Anderson, WKBH, La Crosse, Wisconsin.

Announcer, first ticket. Tape. Salary? Also continuity girl. WSHE, Sheboygan, Wisconsin.

Disc jockey-newsman, experienced, but looking for opportunity to grow and develop in an operation where you will be appreciated. Your success is our success. Send tape, resume, photo to Program Director, WTTH, Port Huron.

California 250 watter 2½ hours from Hollywood needs announcer with 2nd or 3rd ticket. Send tape and resume. Gilson Broadcasting, Inc., 3111 Floye Drive, Hollywood 46, California.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 831D, BROADCASTING.

Chief engineer-announcer combination. 1000 watt midwest daytimer. Emphasis on good voice and personality. Up to $500.00 for right man. Resume, tape, photo to Box 866D, BROADCASTING.

Engineer-announcer or sales combo. Immediate opening. Salary $70 up. Chain of New Hampshire stations. Box 904D, BROADCASTING.

Production-Programming, Others

Metropolitan top-rated station needs alert all-around girl Friday. A real opportunity. Write General Manager. Box 747D, BROADCASTING.

Florida station wants sharp gal to handle continuity. Must be experienced, good writer, exceptional organizer, strong on details. Write fully enclosing snap shot and references. Box 873D, BROADCASTING.

Fully accredited Iowa agency has opening for an experienced radio-tv director. Must be able to create copy with a powerful selling punch, supervise station production and service accounts. Some agency experience desirable, but initiative is a "must". You will have complete charge of radio-tv operations of this growing agency and be given full creative rein. Salary to $6,000 plus generous profit sharing plan. Send complete background and availabiltiy date. Box 926D, BROADCASTING.

Combination female announcer-coppywriter. Must be able to conduct women's program and handle all kinds of copy writing. Good situation for right girl. Send all details, recorded audition and photo to George T. Frechette, WFHR, Wisconsin Rapids.

Producer-announcer-idea man for San Diego, California station who can write, produce, and voice all types of production spot announcements utilizing sounds, music and ingenuity. Rush details, photo, salary requirements and taped sample of work to Radio, P.O. Box 628, San Diego 12, California. Sorry, will be unable to return tapes.

RADIO

Situations Wanted

Stations selling mailorder, specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

Management

General manager/sales manager fulltime independent major eastern market. Seeks re-affiliation radio-tv group or independent. Age 32. Ten years radio-tv. College grad. Current earnings $20,000. Box 875D, BROADCASTING.

Station manager—years of radio management. Aggressive personal selling, result producing programming, harmonious operation. Stable mid-age family man, good appearance and business mixer. "There is no substitute for experience." Prefer south. Medium or small market. Salary and percentage. Available May first. Box 935D, BROADCASTING.

Experienced manager, sales manager. Fourteen years radio, television. Very strong in sales. Can train staff for toughest competition. Solid program background, too. Excellent record. Top references. Only stations with firm rate policies considered. Box 943D, BROADCASTING.

Manager, presently employed. 16 years experience radio manager, program director, television manager, commercial manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

12 years experience programming, announcing and sales. Excellent references. Small market preferred. Box 951D, BROADCASTING.

Experienced broadcaster, 17 years in radio and television management. Can sell, promote, program, operate, and produce results! Available immediately. Wire or write Box 961D, BROADCASTING.

Southeastern Georgia or Florida. 12 years in radio, last eight with same station. Desires permanent position medium size station to manage. Will consider commercial manager large station. Under 40. Plenty of know-how and drive. Large family. Presently commercial manager. Box 969D, BROADCASTING.

Selling-manager, 36, family; eleven years broadcasting; eight managing. Experienced sportscaster, newscaster. Just sold out after converting high loss operation into 20% profit annually. Trade proven techniques for increasing gross and profits for adequate compensation, permanency with western station. For interview during convention wire Gil Lieser, Lincoln 8-3492. Redmond, Oregon.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 734D, BROADCASTING.

Versatile, dependable, salesmanager with ability to increase sales. Experience as station manager and chief engineer. Prefer Rocky Mountains or west. Box 973D, BROADCASTING.

Announcers

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires permanent position with established station. Married, responsible man. Minimum salary $150.00. Box 429D, BROADCASTING.

DJ announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 733D, BROADCASTING.

Girl-personality, dj, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 732D, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 793D, BROADCASTING.

Disc-jockey announcer, five years experience. Superb credit, excellent voice, clever gimmicks rhyming intros, restricted ticket. Available now. Tape, etc., on request. Box 844D, BROADCASTING.

Experienced radio announcer seeks permanent position in New York state. Box 916D, BROADCASTING.

Versatile announcer, 2½ years experience, strong news, dj. Available immediately. Box 917D, BROADCASTING.

Staff announcer: Experienced in metropolitan fm station. Heavy on news. All types dj also skilled in writing profit making continuity. Age 33. Married. Sober. Steady. Prefer southern market. Tape available upon request. Box 920D, BROADCASTING.

Announcer-dj currently top rating in 300,000 city. Five years present position. Desire more competitive situation, presumably larger market. Offer personality, maturity, integrity. And you? Box 921D, BROADCASTING.

Announcer-1st phone. 1 year experience, radio. Wants radio job with tv potential. Fully trained tv. Box 924D, BROADCASTING.

Radio-TV Creative Manager
$25,000 Plus
4 A Agency, New York City. Top level management and client contact experience; broad campaign planning; talent, etc.; under 45.
HENRY SCHAPPER AGENCY
Personnel for the Communication Arts
15 East 40th Street, New York 16, N.Y.
Murray Hill 3-8626
Paul Baron For Radio-TV-Film-Advertising

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced staff announcer wants to relocate immediately in deep south. 24 years old and veteran. Very reliable. Available today. Box 925D, BROADCASTING.

Young, aggressive New Orleans deejay-announcer with 5 years experience wishes to relocate. Box 930D, BROADCASTING.

Country dj—Friendly delivery. Sing, play guitar, gimmicks. Tape, resume. Box 932D, BROADCASTING.

Seattle calling, music-news experience. First. No maintenance. Prefer western music. Box 933D, BROADCASTING.

Announcer—1st phone. Fully trained radio, tv. Wants first job. Prefer western states. Family man. Resume, tape. Box 941D, BROADCASTING.

Rock roll dj, stable, mature. Desires personality station. Can deliver for aggressive management. No top forty! Box 950D, BROADCASTING.

Radio school graduate. Told by industry people I have great potential. Box 952D, BROADCASTING.

Staff announcer, experienced, good on music and news. Prefer northeast. Available immediately. Box 953D, BROADCASTING.

Outstanding dj personality, 3 years experience. Ready to sell and entertain your audience now. Want to settle, not float. Box 954D, BROADCASTING.

Disc jockey, radio school graduate, young, ambitious, light on experience, heavy on potential. Salary secondary to opportunity. Family man. Tape and resume. Box 958D, BROADCASTING.

Attention music-news indie. Announcer light, but good experience. Strong news, smooth dj. Tape treble. Box 957D, BROADCASTING.

First phone. Experienced. Excellent versatile announcer. Married. Wishes permanent position tv or radio. Box 960D, BROADCASTING.

Experienced radio newsman, college. Writing, reporting and delivery ability; spot interviews political dinner and grand jury trials. Desires radio or tv in the mid-west. Bill Anthony, CE 3-4277, So. Bend, Indiana.

Veteran sportscaster Fritz Van available immediately. Radio or television. 1413 East Main, Little Chute, Wisconsin.

Look no further! Seven months top radio station experience. Radio school graduate. Parker Gronwold, 1338, Marengo Avenue, Forest Park, Illinois. FOrest 6-0635.

Experienced combo man with 1st phone, presently employed, family man, vet, will travel. Bill Kennedy, 5927 Sunset Blvd., Hollywood, Calif.

Radio-tv announcer wants immediate radio appointment. 5 years experience. Staff, sports, play-by-play. Creative talent, mature voice, news, music, commercials, special events. Control board, third ticket, married. Glenn Martin, 1972 Boardman-Poland Road, Youngstown, Ohio. Plaza 5-1875.

Radio school grad. Single, experienced, announcer, play-by-play, news gathering and reporting, college. Tim Mitchell, 10833/C St. James Ave., South Gate, Calif. NE 6-6414.

I know an outstanding mature disc jockey who can build your station top ratings. His spontaneous sparkling style is just what your sales dept. needs. Have known him four of his fifteen years in radio. Available now. Theron Shreve, 1419 Abbott Road, East Lansing, Michigan.

Technical

Engineer with twenty years experience and first phone wants position with security. Experience as chief engineer and directional. Box 955D, BROADCASTING.

Inexperienced 1st class license family man needs job. Non-drinker. Play western rhythm guitar and type. 5202 Bradford Drive, Dallas, Texas. Phone LA-88305.

First phone, two years college (electronics), studio, transmitter experience, some announcing. Family. Walter Andrus, KSBY-TV, San Luis Obispo, Calif.

Engineer, 1st class radiotelephone license, available immediately. Peter Gundersen, 123 High St., Brookline, Mass.

RADIO

Situations Wanted—(Cont'd)

Technical

Announcer, 1st phone, preventative maintenance only. Available now, $85, no car. Berkshire 7-6721 after 5:00 PM. Walter Piasecki, 2219 N. Parkside, Chicago.

Job wanted in radio or tv station. Have 1st class FCC phone license. Coyne grad. No announcing. Prefer Wisconsin or surrounding area. Contact David Wordell, Hilbert R. #1, Wisconsin.

Production-Programming, Others

$600 monthly. Sports director and versatile executive with experience and proven ability. Box 821D, BROADCASTING.

Available July 1st. Idea girl packed with remedies for keeping sponsors happy. Experienced. College degree. Box 872D, BROADCASTING.

Husband, father, copywriter craves creating copy. Consider kilocycle creating considerable more currency than currently collecting. Can you comply? Box 942D, BROADCASTING.

Comptroller highly experienced in radio and tv station operation. Adept at working with sales staff and tight credit clients. Box 959D, BROADCASTING.

Program manager available for midwest. 35, 10 years programming, married. Box 963D, BROADCASTing.

TELEVISION

Help Wanted

Sales

Salesman with know-how for vhf in rich southwest market. Box 806D, BROADCASTING.

Fine opportunity for dependable, energetic salesman in important Texas market. Box 808D, BROADCASTING.

Major midwest market (top 50) has opening for experienced television salesman. Creative selling essential. Send complete details with recent photo to Box 827D, BROADCASTING.

A fast growing network affiliated eastern vhf station needs a hard hitting, self-starting, show-the-way type of local salesman to head up, and show a local staff how to score. Are you the man? Write Box 962D, BROADCASTING.

Need real go-out-getter who wants to make real money in good market. All it needs is effort. Call or see Jack Sholar, WALB-TV, Albany, Ga.

Today's business best in history. Need one more young ambitious salesman to help keep ball rolling. Prefer successful radio or television salesman now selling in midwest. Salary, commission and future with multi-station ownership. Lloyd D. Loers, Lee Radio, Inc., Mason City, Iowa.

Announcers

TV weatherman-announcer for midwest medium market, NBC affiliate, must be experienced in delivering authoritative weather roundup, and capable of doing other announcing chores. Write Box 923D, BROADCASTING.

Need news man for combined radio-television job. Must be able to prepare and delivery on camera. Send tape, picture, background information, references and salary requirements first letter. Call or write KTHV, Little Rock, Ark. Phone FRanklin 4-3764.

Need personable on-camera announcer for full power network affiliate station in southwest. Please send tape, picture and film, if available, and salary requirements. Call or write KTHV, Little Rock, Ark. Phone FRanklin 4-3764.

Technical

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 831D, BROADCASTING.

Urgent: Field service engineer. Able install and service telecast equipment for manufacturer. Customer relations know-how essential. Also need experienced tv equipment design engineer. Midwest location. Excellent opportunity. Box 965D, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

TV technician for vacation relief. Salary $95.00. License required. WHIO-TV, Dayton, Ohio.

Vacation technicians for am and tv. May 1 to October 31. Must have 1st class license. Contact Wm. Stringfellow, WSPD, Toledo, Ohio.

Production-Programming, Others

Copywriter who can write selling commercials with speed, imagination. Texas vhf. Box 807D, BROADCASTING.

Continuity writers: Two writers for midwest television station. Experience preferred, but not absolutely necessary. These positions are copy exclusively. Send resume and sample copy to J. W. Kelin, Production Manager, P.O. Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Manager, 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best refernces. Box 780D, BROADCASTING.

Desire television management opportunity! Have had eight years successful sales and management experience. Currently have responsible management position with syndicated film company. Married and wish to settle. Box 919D, BROADCASTING.

TV station owners, general managers. Want to play more golf, fish more often, take longer, more frequent vacations? The answer is a good, experienced assistant, with broad experience. Available now. For full details of a man with what it takes, write or wire Box 956D, BROADCASTING.

Sales

TV time salesman ambitious, young (30) with 10 years proven experience desires real sales opportunity with major tv outlet where drive and performance will be of mutual benefit. Box 938D, BROADCASTING.

Announcers

Exceptional morning personality over 5 years. Spontaneous. Select best music, no r&r, interested in tv. Married, veteran, college. $150 week. Box 918D, BROADCASTING

How to win ratings and influence sponsors. The new necessity for distinctive programming, a smoothly run "Bandstand" show. Guaranteed results. Proven mc-dj now employed in top 10 market. Box 929D, BROADCASTING.

TV announcer with camera directing experience avaialble immediately. Prefer southwest, need $100.00 weekly. Arthur Johnson, 501 Northwest 14th St., Oklahoma City, Forrest 5-3818.

Production-Programming Others

Traffic-continuity director: Experienced preparation daily logs, contact handling, availabilities, copywriting. College, single, free to travel, references. Box 822D, BROADCASTING.

Television director—producer. 6 years staff directing. Free-lance announcer, news and commercial photographer with own equipment. Have produced and directed own shows, film commercials. College grad., 27, with family. References from present station. Box 927D, BROADCASTING.

Newsman with 11 years radio and television news experience, past six as news director of 300 thousand set market. Desires to relocate because of de-emphasis of news in present position. Hard and conscientious worker. Excellent record and references as newsman, reporter, photographer and on camera newscaster. Box 937D, BROADCASTING.

TV news director available. Am fully experienced radio and tv-gathering, editing, writing, capable supervisor—strong on camera delivery, highest competitive ratings in 3 station market. Will relocate. Phone 3-5670 or address "Applicant", 204 Waterman, Texarkana, Texas.

Radio broadcasting diploma-English Degree. Three years radio, all phases. Two seasons summer stock. Writer. Wants television news or commercials. All particulars available. Single. 28. 5′ 10″. Anywhere America. Assiduous, mature. Charles Kneisler, Box 427, New York 17.

FOR SALE

Experienced builder-operator offers small station plan book. Five floor plans you can build. $3.75 postpaid. Station Planning Service, Box 2001, Station A, Fort Wayne, Indiana.

Stations

Golden opportunity—will never come up again. I am a multiple major market operator—because of needed power, I have an extra station available in a major southwest market, programming hillbilly-western with outstanding results. I'll help an experienced, responsible party get this station. You pay only 15 down on total of $85,000—I'll pay 20 down for you, leaving balance of $50,000 on terms. Immediate action necessary. Air mail. Box 898D, BROADCASTING.

1 kw daytimer, major Colorado market, selling minority interest, possible acquire control. Excellent potential with genuine promotion. Others same area, class selling triple price. Information only to bona fide prospect. Box 931D, BROADCASTING.

West Coast, $42,500. 1000 watt daytimer in isolated growth market. Average annual gross for past two years, $61,000. Priced under gross substantially. all cash is required to purchase. Box 939D, BROADCASTING.

Northwest quarter-kilowatt $95,000.00 29% down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

TV. Two television stations in growing secondary markets of south. Both in the black, one having recently achieved this status and the other having a steady record of earnings. Some financing can be arranged, with less than $300,000 cash required on each. Chapman Company, 1182 West Peachtree, Atlanta.

Midwest. Medium market station. $200,000. Chapman Company, 1182 West Peachtree, Atlanta; 33 West Micheltorena, Santa Barbara; or 17 East 48th, New York.

Three stations in industrial TVA sections priced at $65,000, $90,000 and $150,000. Terms. Chapman Company, 1182 West Peachtree, Atlanta.

Florida. Small market stations, prices ranging from $33,000 and down payments as low as $7,500. Medium market stations at $155,000 and $300,000 total on terms. Major market fm station with steady profit record. Chapman Company, 1182 West Peachtree, Atlanta.

Wyoming single-market quarter-kilowatt. $8,500.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

To Buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

Now available. Single-station market. Ozark wonderland. Inside the St. Louis-Memphis-Tulsa triangle. Ralph Erwin. Broker. Tuloma Building. Tulsa.

KHIL Brighton, Colorado—800 kc—500 watts, non-directional covers metropolitan Denver with 4.8 M/V. No real estate, leases so reasonable you can't afford to own it. New Gates equipment. 1000 watt transmitter running at 500 watts. Went on air May 26, 1956. A station that can be worth $200,000 in 2½ years and I can show you how. Why don't I keep it? Because I don't want to run a damn radio station. I want back in the orchestra business where I spent 20 years seeing the world through a windshield. Total price, $80,000, $17,500.00 down with the balance in five years. Contact: Harry "Tiny" Hill, Owner, Post Office Box 307, Brighton, Colorado. Phone: Brighton 799 or Denver, ATlas 8-0956.

Arizona—Excellent daytimer—Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

Collins 300E 250w transmitter in excellent condition. Available in thirty days. Best offer takes. Box 905D, BROADCASTING.

Several RCA Iconascope camera chains and type 1850A tubes, slightly used. Box 928D, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

General Radio frequency deviation meter type 681-B, ser. 494. Asking $100. General Radio frequency monitor type 475-C, ser. 585. Asking $150. RCA modulation monitor, type number unknown, pre-war vintage. Name your own price. Box 970D, BROADCASTING.

2-CB11 Gates tables. 3-speed. Good, $60.00 each. Gates 250A transmitter—make offer. Gates 3-Channel dynamote complete. Good $75.00. KFGT, Fremont, Nebraska.

Tapak, spring wind, portable tape recorder. Standard newscaster model, 7½ IPS. Mike, headset, carrying strap, instruction book. Cost $310 several years ago. Used little. Make offer. KOFO, Ottawa, Kansas.

1-Raytheon 1000 watt RF1000A fm transmitter. 1-Hewlett Packard fm monitor and modulation meter model 335B. 1-Raytheon fm volume liniter model RL10. 150 feet of 1-5/8″ Heliax flexible transmission line. 120 feet of 1-5/8″ metal clad Andrew type 451 transmission line in 20 ft. lengths. 1-Raytheon fm antenna FMT-1. 2-Gates pre-amplifiers model PRE-1. 2-Gates pre-amplifiers model PRE-4. 1-Gates power supply model PWR-5. 1-Gates power supply model PWR-3. 1-Gates program amplifier—PGM-4. 1-Gates program amplifier—PGM-1. 3-Gates plug in mounting racks for above equipment. All of the above equipment slightly used but in good operational condition. Will sell all together or individually. For information concerning equipment contact WBEC, Pittsfield, Mass.

Equipment for sale: 540′ Andrews 3⅛″ 452 co-ax, new, original crates, fittings and hangers. GE 1 kw amplifier, little used, good condition. GE rack, two program and one monitor amplifier, two jack panels and accessories. GE transmitter console. Contact Manager, WLNA, Peekskill, N.Y.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50. Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St. St. Paul 13, Minnesota.

Tapak newscaster recorder, used, but recently factory reconditioned. $185. Jim Hairgrove, KFRD, Rosenberg, Texas.

Truscon self-supporting tower height above insulators, 325 feet. Wind loading 90 I.M.P.H. Complete with lighting. Tower to be sold standing. In excellent condition. U. L. Lynch, Technical Director, KMMJ, Grant Island, Nebraska.

Rewound modulation transformer for RCA BTA-5-F transmitter. New condition. $850.00 FOB Tallahassee, Fla. W. A. Snowden, WCTV.

1 Prodelin, Inc. teleplexer tuned for channel 18, for sale. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Video monitors—8 megacycle—plug in construction. 14″—$215.00, 17″—$219.00, 21″—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

Small or medium market radio station or cp. Give details, terms. All replies confidential. Box 626D, BROADCASTING.

Would like to buy west Texas radio station. Will keep your reply strictly confidential. Prefer single market. Box 867D, BROADCASTING

Around $20,000.00 down on small market am station in midwest. Box 922D, BROADCASTING.

Two experienced radio executives. Will buy or lease with option to buy. This is not broker offer. Box 972D, BROADCASTING.

Want southwest station priced from $50,000 up to ¼ million. Experienced broadcaster. Contact Bo Johnson, KVWC, Vernon, Texas.

Buyers for all types and sizes of stations. Sale or no charge. In the west, contact Ed Twamley, 33 West Micheltorena, Santa Barbara; North, Ralph Hunter, 17 East 48th, New York; South, Bill Chapman, 1182 West Peachtree, Atlanta. Chapman Company.

Southwest properties only. Radio stations. Television stations. Wired-television. Closed-circuit theaters. Ralph Erwin. Broker. Tuloma Building. Tulsa.

WANTED TO BUY

Equipment

Want one studio transmitter link for fm broadcast service 900 mc channel. Contact KFMM, Box 5585, Tucson, Arizona.

1 kw fm transmitter. Will trade 250 watt RCA-250A fm transmitter or sell. KYFM 4516 North Libby, Oklahoma City.

10 kw fm power amplifier for use with RCA BTF-3B transmitter. WNIB, Chicago 24.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

H.M. Von Reitter Bowley, television and radio bingo game sheets. 1025 Lincoln, Denver 4, Colorado. Tel: Alpine 5-7093.

RADIO

Help Wanted

Sales

RADIO AND TV SALES OPPORTUNITIES

One of the nation's top multiple station operations is expanding its sales staff, both radio and tv, in several markets. If you qualify, this is a real opportunity to get on the first team. All markets are in the east. Compensation is by salary and commission; some broadcast time sales experience is essential. These are career positions with ample opportunity for advancement. Write or wire Box 720D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED: DISC JOCKEY

If you're in a small market—and want to move to a bigger one, with scope for your talent, this may be your opportunity.

We're looking for *unusual* talent whether your's is a novelty, gimmick or straight approach. We want a man who knows he's good, and can prove it.

Send an off-the-air tape, photo, bio. . . . and sell us.

P. O. Box 425 B
Radio City Station
New York 19, N. Y.

Experienced announcer-newsman needed by first-rate station. Must be well-versed in all phases of radio, including production and programming. Send tape, picture to Program Director

K W T X Radio
Waco Texas

RADIO

Situations Wanted

Management

MANAGER with exceptional background in both formula and standard operations. Presently employed in major western market. Will invest in and manage absentee or group owned radio station. Also consider exclusive management both radio and tv. Management record several major stations. Guarantees results. West or southwest preferred.

Box 964D, BROADCASTING

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

Production-Programming, Others

Five years experience as station owner, P.D. and announcer, North and South. Married college grad. (Illinois), veteran, 28 years old. Reliable, with thorough knowledge of radio and some TV. Fine record of audience pull. Long music and stage background. Will consider P.D. or announcing position or both in any section of U. S. or Canada. Prefer city over 100,000 population. Salary open. References, photo and tape available upon request. Jack DuBlon, KWFR San Angelo, Texas.

TELEVISION

Help Wanted

Announcers

SOUTHWESTERN
RADIO & TELEVISION
Wants experienced and versatile announcer. Play-by-play desirable. Permanent job and good living conditions.
Box 974D, BROADCASTING

TV Announcer and Director
Immediate opening with growing CBS-ABC affiliate. Prefer family man over 30, ready to move west to a permanent position. Must be versatile on-camera announcer and director. Salary in accord with ability. Send photo, tape, background, references and when available to KBAK-TV, Box 1448, Bakersfield, Calif.

Situations Wanted

TV DIRECTOR-PRODUCER

Experienced in all phases of TV production and operation. Coordinator director of award winning shows. Desire position demanding imaginative director well versed in practical TV production. Excellent references.

Box 743D, BROADCASTING

FOR SALE

OPPORTUNITY
Western Electric 5-C
5 KW AM Transmitter
NOW in Operation
Complete or any parts
Including some spares
14 & 22 volt Generators,
motors, cooling system, tubes,
700C Xtal Oscillators,
Transformers, bias supply,
1600 volt-supply
Available about May 1st
Contact WFBL, Syracuse, N. Y.

RADIO AND TELEVISION STATIONS
YOUR SOURCE FOR:
HIGH CONDUCTIVITY ELECTROLYTIC
Bonding copper strapping—.016" to .064" thick 1" to 12" widths
Copper ground wire—#8—#10—#12 gauge
Copper expanded screen mesh—.026" x 8' x 24'
Write for quotation—advise footage needed
J. L. Clark Metals Co. 2108 S. Ashland Ave.
Chicago 8, Ill. Haymarket 1-4533

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
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BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

am stations of **South Norfolk Bcstg. Co. Inc., South Norfolk,** and **Denbigh Bcstg. Co., Denbigh;** order supersedes with respect to issues only, Commission's order of Oct. 2, 1957 designating for hearing applications of South Norfolk and Denbigh. Announced April 16.

Birch Bay Bcstg. Co., Blaine, Wash.—Designated for hearing application for new am station to operate on 550 kc, 500 w D; made **KVI Seattle, Wash.,** party to proceeding. Announced April 16.

By order, Commission denied request in Jan. 9, 1957 petition by **American Bcstg. Co. (WABC) New York City,** for reconsideration of Commission's authorization to **Albuquerque Bcstg. Co.** for temportary operation of station **KOB Albuquerque, N. M.,** on 770 kc, with directional ant., pending final resolution of KOB permanent status. Announced April 16.

By order of April 11, Commission, on petitions, accepted amendments to applications of **Booth Radio & Tv Stations Inc.,** to change name to **Booth Bcstg. Co.,** and of **Jackson Bcstg. & Tv Corp.** to show death of director and stockholder, **Donald M. Teer,** co-executors named, etc.; reopened record to note changes encompassed by amendments and closed record; also granted petitions of applicants to extent that each applicant and Broadcast Bureau be allowed 30 minutes each for oral argument on exceptions to initial decision in **Parma-Onondaga, Mich.** (ch. 10), comparative proceeding. Other applicants in proceeding are **Triad Tv Corp., Tv Corp. of Mich. Inc.,** and **State Board of Agriculture.**

Commission on April 10 postponed without date oral argument previously scheduled for April 21 in proceeding involving application of **Town & Country Radio Inc.,** for new am station in **Rockford, Ill.,** pending consideration of petition by **Plough Bcstg. Co. Inc. (WJJD) Chicago, Ill.,** to reopen record.

PETITION FOR RULE MAKING DISMISSED

Wood's Bcstg. Co., Mount Airy, N. C.—Petition requesting amendment of rules so as to make following changes: Change ch. 10 in **Roanoke, Va.,** to ch. 9, and assign ch. 10 to petitioner at Mount Airy. Announced April 11.

NARBA Notifications

CANADA

Notification under the provisions of Part III, Sec. 2 of the North American Regional Broadcasting Agreement.

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to the recommendations of the North American Regional Broadcasting Agreement Engineering meeting, Jan. 30, 1941.

560 kc

Corner Brook, Nfld.—1 kw DA-N, unl. Class III. EIO 3-1-59.

800 kc

CJBQ Belleville, Ont.—1 kw DA-1, unl. Class II. Now in operation.

900 kc

CJVI Victoria, B. C.—10 kw DA-1, unl. Class II. Now in operation.

920 kc

Woodstock, N. B.—1 kw DA-N, unl. Class III. EIO 3-1-59.

CJCH Halifax, N. S.—5 kw DA-N, unl. Class III. Now in operation.

980 kc

CKWX Vancouver, B. C.—5 kw DA-1, unl. Class III. Delete assignment. (Vide: 1130 kc.)

CKNW New Westminster, B. C.—5 kw DA-1, unl. Class III. EIO 3-1-59.

1050 kc

CFAM Altona, Man.—5 kw DA-2, unl. Class II. Delete assignment.

CKSB St. Boniface, Man.—10 kw DA-N, unl. Class II. EIO 3-1-59. (PO: 1250 kc, 1 kw DA-1.)

1080 kc

CHED Edmonton, Alt.—10 kw D, DA-N, 1 kw N, unl. Class II. Now in operation.

1150 kc

CKX Brandon, Man.—5 kw D, ND, 1 kw N, unl. Class III. Now in operation.

1230 kc

CJBQ Belleville, Ont.—0.25 ND, unl. Class IV. Delete assignment. (Vide: 800 kc.)

1290 kc

CFAM Altona, Man.—5 kw DA-1, unl. Class III. EIO 3-1-59. (PO: 1290 kc, 1 kw DA-1.)

1310 kc

CJRH Richmond Hill, Ont.—0.25 kw N, DA-2, 1 kw D, unl. Class III day, Class IV night. EIO 3-1-59. (PO: 1300 kc, 0.5 kw ND D.)

1330 kc

Calgary, Alt.—5 kw DA-1, unl. Class III. EIO 3-1-59. New.

CUBA

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations, in accordance with Part III, Sec. F of the North American Regional Broadcasting Agreement, Washington, D. C., 1950.

1020 kc

CMDO Banes, Oriente—0.25 0.1 N unl. Class II. 5-6-58 (PO: 1560 kc).

1170 kc

CMBR Habana, Habana—0.25 unl. Class II. 3-9-58. (Change call letters and location, previously **CMAR Pinar del Rio.**)

1190 kc

CMK Habana—0.25 unl. Class II. Delete. (Vide: 1200 kc.)

CMAR Pinar del Rio—0.25 unl. Class II. 3-9-58.

1200 kc

CMK Habana, Habana—0.25 unl. Class II. 3-9-58. (PO: 1190 kc.)

1280 kc

CMAP Guane, Pinar del Rio—0.25 unl. Class IV. 5-6-58. (New.)

1370 kc

CMBN Santa Fe, Isla de Pinos, Habana—0.25 unl. Class IV. 6-13-58.

1560 kc

CMDO Banes, Oriente—0.25 unl. Class IV. Delete. (Vide: 1020 kc.)

Routine Roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on April 10

Ordered that Examiner Charles J. Frederick, in lieu of Hugh B. Hutchison, will serve at hearing scheduled for May 7 re application of **WHAS Inc. (WHAS-TV** ch. 11) **Louisville, Ky.,** to change trans. and ant. location.

Scheduled hearings for June 16 on fm applications of **KWG Bcstg. Co.,** and **Valley Bcstrs. Inc., Stockton, Calif.;** and on fm applications of **Mid-America Bcstrs. Inc.,** and **Mutual Bcstg. System Inc., San Francisco, Calif.**

By Hearing Examiner Herbert Sharfman on April 11

Further continued hearing from April 15 to May 5 re application of **Video Independent Theatres Inc. (KVIT** ch. 2) **Santa Fe, N. M.**

By Hearing Examiner Charles J. Frederick on dates shown

Postponed hearing from April 15 to April 16, and scheduled additional hearing for May 20 re am applications of **Binder-Carter-Durham Inc. (WAMM) Flint, Mich.,** et al. Action April 11.

Granted petition by **Herbert P. Michels, Auburn, N. Y.,** for leave to amend his am application to change frequency from 1050 kc to 1590 kc, change power from 250 w to 0.5 kw, substitute DA system for one presently specified, and supply additional financial data, and application, as amended, is removed from hearing status and returned to Commission's processing line. Action April 11.

Cancelled prehearing conference scheduled for April 22, and rescheduled hearing for April 23 in lieu of May 12 on am application of **Century Radio Corp., Baldwinsville, N. Y.** Action April 14.

By Hearing Examiner H. Gifford Irion on April 10

Continued hearing conference from April 17 to May 20 and continued indefinitely hearing scheduled for May 12 in proceeding on applications of **L. E. U. Bcstg. Co., Jet Bcstg. Co. Inc.,** and **WERC Bcstg. Corp.,** for new tv stations to operate on ch. 66 in **Erie, Pa.**

By Hearing Examiner Herbert Sharfman on April 10

Scheduled oral argument for April 11, at 1:00 p.m. on joint request of **New Mexico Bcstg. Co. Inc.** and **Alvarado Tv Co. Inc.** for subpena duces tecum in proceeding on application of **Video Independent Theatres Inc. (KVIT) Santa Fe, N. M.**

By Hearing Examiner Hugh B. Hutchison on dates shown

Ordered that hearing previously scheduled for April 16 is continued to May 7 on application of **WHAS Inc. (WHAS-TV** ch. 11) **Louisville, Ky.,** to change trans. and ant. location. Action April 9.

Granted motion by **Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.,** for continuance of prehearing conference from April 11 to April 14 at 2:00 p.m. in proceeding on its fm application and that of **Riverside Church in the City of New York, New York, N. Y.** Action April 8.

By Hearing Examiner J. D. Bond on April 8

Scheduled further prehearing conference on June 19 and hearing scheduled for April 30 is continued to June 24 in tv ch. 13 proceeding **Hampton-Norfolk, Va.**

By Hearing Examiner Millard F. French on April 8

Granted motion of **Sarkes Tarzian Inc., Bowling Green, Ky.,** to correct transcript of testimony in various respects in tv ch. 13 proceeding, Bowling Green, Ky.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 11

WXCN, WNCN, WHCN, WBCN Providence, R. I., New York, N. Y., Hartford, Conn., and **Boston, Mass.**—Granted relinquishment of positive control by **T. Mitchell Hastings Jr.,** thru sale of stock to **Eugene N. Foss II,** and **Robert Sidney Swain.**

KRSC Othello, Wash.—Granted mod. of cp to change type trans.

KNEZ Lompoc, Calif.—Granted mod. of cp to change ant.-trans. location, specify studio location and operate trans. by remote control; condition.

Following were granted extensions of completion dates as shown: **WMOZ Mobile, Ala.,** to 11-10; **KSTN Stockton, Calif.,** to 10-31; **WCBQ St. Helen, Mich.,** to 9-15; **WPLN Plymouth, N. C.,** to 8-30.

Actions of April 10

WDBQ, WDBQ-FM Dubuque, Iowa—Granted assignment of licenses to **WDBQ Bcstg. Co.**

KUNO Corpus Christi, Tex.—Granted relinquishment of positive control by **J. C. Looney** thru sale of stock to **S. Zimmerman, Al Beck** and 9 other newcomers.

WKTS Brooksville, Fla.—Granted authority to remain silent thru June 3 pending repairs.

Actions of April 9

WECT Wilmington, N. C.—Granted license for tv station.

KRCG Jefferson City, Mo.—Granted license for tv station; ant. height 1010 ft.

KVOS-TV Bellingham, Wash.—Granted license for tv station (main trans. and ant.); and license covering installation of aux. trans.

WBKY Lexington, Ky.—Granted license covering increase in ERP to 3 kw.

WYSO Yellow Springs, Ohio*—Granted license for noncommercial educational fm station.

WBFO Buffalo, N. Y.*—Granted cp to replace permit which authorized new noncommercial educational fm station.

KZOL Muleshoe, Tex.—Granted mod. of cp to change type trans.

WCHB Inkster, Mich.—Granted mod. of cp to make changes in DA pattern.

KMAN Manhattan, Kan.—Granted authority to sign-off at 6:30 p.m., CST, April thru Aug.

WCHN Norwich, N. Y.—Granted authority to sign-off at 7:00 p.m. during the summer months May thru July.

KSMN Mason City, Iowa—Granted authority to sign-off at 6:30 p.m., CST, during months of April thru Aug.

KFJM Grand Forks, N. D.*—Waived Sec. 3.71 of rules so as to operate only six hours a day for period from June 2 to Sept. 30, inclusive, due to college vacation.

KDFW Cedar Hill, Tex.—Granted authority to operate trans. by remote control from **Dallas,**

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Tex. (location of Forester telephone answering service).

WIBW Topeka, Kan.—Granted authority to operate main trans. by remote control while using non-directional ant.

Following were granted extensions of completion dates as shown: **WDAU-TV Scranton, Pa.**, to 10-19 (main trans. & main aux. trans.); **KXAB-TV Aberdeen, S. D.**, to 11-15; **WTLM Laurel, Miss.**, to 10-20; **WTVH Peoria, Ill.**, to 7-1 (aux. ant.); **WSEE (TV) Erie, Pa.**, to 9-15; **WBNS-TV Columbus, Ohio**, to 7-22.

Actions of April 8

WTRO Dyersburg, Tenn.—Granted assignment of license to company of same name.

WIVK Knoxville, Tenn.—Granted assignment of license to **Dick Bcstg. Co. Inc. of Tennessee.**

WALD Walterboro, S. C.—Granted acquisition of positive control by **Robert S. Taylor** thru purchase of stock from **Paul Gilmore.**

WMVO, WMVO-FM Mount Vernon, Ohio.—Granted acquisition of positive control by **Helen E., Charles M.** and **Stephen W. Zelkowitz,** as family group, thru purchase of stock from **Fred Barry Jr.**

Granted licenses for following am stations: **WCRY Macon, Ga.; WBYE Calera, Ala.; WRBS Tuscaloosa, Ala.; WTIF Tifton, Ga.; KUKU Willow Springs, Mo.,** and specify studio location (trans. location).

KUBC Montrose, Colo.—Granted license covering change of frequency of aux. trans. to 580 kc.

WARM Scranton & Wilkes-Barre, Pa.—Granted mod. of licenses to change name to **Northeastern Pa. Bcstg. Inc.**

WQAM Miami, Fla.—Granted cp to install new aux. trans. and ant. (studio location) and operate trans. by remote control (two aux. trans.).

WATH Athens, Ohio.—Granted cp to install new trans.

WMFJ Daytona Beach, Fla.—Granted cp to install new trans. as alternate main trans. at present main trans. site and operate trans. by remote control.

WNEP-TV, WILK-TV Scranton & Wilkes-Barre, Pa.—Granted mod. of cps to change name to **Northeastern Pa. Bcstg. Inc.**

WETO Gadsden, Ala.—Granted authority to sign-off at 6:00 p.m. daily during April and May.

WBEV Beaver Dam, Wis.—Granted authority to sign-off at 6:00 p.m. during months of April thru Aug.

WCPH Etowah, Tenn.—Granted authority to sign-off at 7:00 p.m. for period ending Aug. 31.

WSMI Litchfield, Ill.—Granted authority to sign-off at 6:00 p.m. local time April thru Sept. 30, except for special broadcasts.

KAIR Tucson, Ariz.—Granted authority to operate trans. by remote control.

WSTN St. Augustine, Fla.—Granted change of remote control authority.

KSBW Salinas, Calif.—Granted extension of completion date to Oct. 25.

Actions of April 7

Granted licenses for the following am stations: **WOIA Saline, Mich.; WTLS Tallassee, Ala.; WCQS Alma, Ga.; WWCC Bremen, Ga.**

WHOS-FM Decatur, Ala.—Granted cp to change frequency to 102.1 mc, and change studio and remote control point.

WLFA Lafayette, Ga.—Granted cp to make changes in ant. system (increase height) and ground system.

Following were granted extensions of completion dates as shown: **WEUC Ponce, P. R.**, to 6-30; **KFJZ Fort Worth, Tex.**, to 5-1; **WIOS Tawas City, East Tawas, Mich.**, to 11-5.

Action of April 4

WAKR Akron, Ohio—Granted mod. of license to operate trans. by remote control day and night using directional ant. nighttime; conditions.

Correction to Broadcast Actions, dated April 9: Delete action re **KIDD et al., Monterey, Calif.**

License Renewals

Following stations were granted renewal of license: **WABE (FM) Atlanta, Ga.; WAUG Augusta, Ga.; WJBF Augusta, Ga.; WKLF Clanton, Ala.; WERH Hamilton, Ala.; WELR Roanoke, Ala.; WRPB Warner Robins, Ga.; WIRK West Palm Beach, Fla.; WHBB Selma, Ala.; WHRT Hartselle, Ala.; WSNT Sandersville, Ga.; WHOS-FM Decatur, Ala.; WCEH Hawkinsville, Ala.; WJLD Homewood, Ala.; WJLN Birmingham, Ala.; WDNG Anniston, Ala.; WSGC Elberton, Ga.; WTCB Flomaton, Ala.; WCLB Camilla, Ga.; WETU Wetumpka, Ala.; WBLJ Dalton, Ga.; WHHY** (aux. only) **Montgomery, Ala.; WLAG-FM La Grange, Ga.; WJAT Swainsboro, Ga.; WTHR Panama City Beach, Fla.; WFGN Gaffney, S. C.; WAHR, WAHR-FM Miami Beach, Fla.; WCKR Miami, Fla.; WGMA Hollywood, Fla.**

PROGRAMS & PROMOTIONS

Pet Milk Starts Talent Search For New Country-Western Stars

Is a new star just waiting to be discovered in country-and-western music? And how does one go about finding such a personality?

The Pet Milk Co., through Gardner Adv. Co., its agency, is running a talent search through a contest in connection with its sponsorship of the *Grand Ole Opry* on WSM Nashville and 200 other stations affiliated with Keystone Broadcasting System. Pet describes it as the largest contest of its type ever conducted across country.

Each of the KBS outlets will conduct its own contest and submit a tape of its local winner to a panel of judges. From these contestants, six will be chosen for a four-day, all expense-paid trip to Nashville to appear on *Grand Ole Opry* early in May.

The grand winner will receive a recording contract, plus one for *Opry* appearances—the pinnacle for any aspiring C&W artist. The six finalists will be given RCA Victor high fidelity phonographs; the manager of the station in each of the six winning cities gets the same expense-paid trip to Nashville.

Gardner has devised a complete merchandising campaign for the contest, scheduled to start this week, and is coordinating the efforts of Pet Milk, WSM, Keystone and the *Grand Ole Opry* cast.

Schools Get WOR-TV Film Guide

WOR-TV New York has prepared an eight-page teachers' guide in connection with the presentation of the "Romeo and Juliet" feature film on the station's *Million Dollar Movie* program, starting the week of April 21, and has mailed the guide to 3,300 schools in the area. The guide, prepared under the supervision of Dr. Claire Corbin, associate professor at Fordham U., contains a synopsis of the film, a short biographical sketch of William Shakespeare, key questions based on the film, supplementary projects and a bibliography for additional study.

STEVE McNALLY STARS IN ZIV'S ALL NEW *IMPACT* SERIES!

TARGET

"5 HOURS TO LIVE"
The father of a 10-year old boy holds the stolen $100,000 An international criminal holds the serum that can save the boy's life. Will the exchange be made in time to save the boy's life?

SUSPENSE!

NOW SHOOTING AT ZIV STUDIO!

Alcoa Promotion Winners Named

Fred G. Wade II, director of operations, KCRA-TV Sacramento, won first prize in the Aluminum Co. of America promotion contest for *Alcoa Theatre* (NBC-TV, alternate Mon. 9:30-10 p.m.). Prize is a six-day all-expense paid vacation in Mexico. Contest, originated to promote the title of the series in local station markets, was open to all promotion and publicity personnel affiliates carrying the program. Four additional prizes, Rolliflex cameras, were awarded to George A. Greenwood, promotion director, WSAZ-TV Huntington, W. Va.; Edward F. Hessel Jr., promotion manager, WBRZ-TV Baton Rouge, La.; Carol Ackerman, promotion director, KVAR (TV) Mesa, Ariz., and Edna L. Seaman, promotion manager, WFBC-TV Greenville, S. C. Alcoa agency is Fuller & Smith & Ross, Cleveland.

WTMJ-TV Carries Curling Tourney

As all sports have come to tv, so has curling—a winter favorite in Canada, Europe, and parts of the U. S. WTMJ-TV Milwaukee reports it was the first station in the country to present live telecasts of the sport during the second annual U. S. Men's National Curling Championship tournament April 9 and 12. The station covered two concluding rounds of play on those dates from the Milwaukee Arena. George Comte, manager of WTMJ-AM-TV and member of the Milwaukee Curling Club helped sportscaster Mike Walden describe the play-by-play.

Army Delivers Film for WSFA-TV

The U. S. Army provided the transportation for the newsfilm of WSFA-TV Montgomery, Ala., when the station covered an important Army Aviation Center meeting at Fort Rucker (85 miles from the studio). The meeting started at 3 p.m. and was shot by a WSFA-TV newsman. The film was then dispatched to an army plane and dropped by parachute near the studio in time to be shown on the 6 p.m. newscast.

FARM SERVICE DIRECTORS Clyde Keathly (l), WRFD Worthington, Ohio, and Rex Messersmith (r), KVTV (TV) Sioux City, Iowa, and WNAX Yankton, S. D., plan a route for their Sept. 21-Oct. 14 European tour with Donald D. Sullivan, general manager, WNAX-KVTV. The trip is sponsored by Peoples Travel Service Co., Columbus, Ohio, which is affiliated with the stations' licensee, Peoples Broadcasting Corp. Messrs. Keathly and Messersmith will visit six countries and attend the world plowing championships in Germany and Brussels' World Fair.

$100 for KHJ-TV's Bowling Champ

KHJ-TV Los Angeles began programming *Bowlathon*, a weekly tournament originating from various local bowling alleys. Bowlers can qualify to compete in the show's eliminating heats held before the telecast at any lane affiliated with the California Bowling Proprietors' Assn. The bowler who emerges champion is given $100 and the opportunity to compete in following weeks until deposed. Prizes for runners-up include appliances and watches.

Map, Policy Issued by KAFE

KAFE Oakland, Calif., is issuing a map of its coverage areas and a "Pictorial Policy Statement." Map includes advertising rates and the policy is a series of pictures of phonograph record jackets which give an idea of the type of music the station features.

Scoregirl for WTTG (TV)

Post-game roundups of major league baseball scores and developments in other sports are being presented on WTTG (TV) this season by former model Shirley Sager.

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BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

ABC-TV Grades Education, 1958

ABC-TV will present an hour-long special report May 5 (7:30-8:30 p. m.) on experimental directions in education entitled *Report Card, 1958*. ABC news commentators John Daly, John Secondari, Quincy Howe, Don Goddard, Edward P. Morgan and Robert Fleming will cover "outstanding education experiments in six communities" across the country. Program will be film and live.

Circus Comes to WBUF-TV

Circus acts were part of WBUF-TV Buffalo's interview program, *Memo From McGarry*, April 3. The Hamid-Morton Circus was in town and WBUF-TV rolled its cameras out to telecast the special show staged by the jugglers, clowns and elephants on the station's lawn.

Odd Articles for KQUE Contest

Listeners rallied to KQUE Albuquerque's "Most Unusual" contest with the most heterogeneous collection of articles its staffers had ever seen. A high school student took first prize for submitting the chart from a lie-detector test of a convicted murderer. Other prizes were given for a letter in Chinese carried by a secret agent in World War II and an 1874 ten-cent bank note.

WHTN-TV Salutes Tv Servicemen

National Tv Servicemen's Week was promoted by WHTN-TV Huntington, W. Va., with a series of "Tv Servicemen's Salutes." Consisting of a 60-second tribute to the Electronic Technicians Assn., the salute was telecast four times a day during the celebration. Appropriate audio copy as well as pictures of ETA members were used. The station invited more than 70 ETA members to tour WHTN-TV in an effort to acquaint them with the outlet's facilities. They heard speeches by Robert R. Tincher, vice president, Cowles Broadcasting Co.-general manager of WHTN-AM-TV, and Charles Prohaska, technical director, WHTN.

CBS Airs KMOX's 'Jazz Central'

A coast-to-coast jazz program originating on KMOX St. Louis is being carried by CBS. *Jazz Central* (Sat. 5-5:30 p. m.) is a live excerpt from the weekly concerts at the local Ambassador-Kingsway Hotel. The *Jazz Central* group also will present an educational program on contemporary jazz to St. Louis high schools.

KTVU (TV)'s Emblem Comes to Life

KTVU (TV) Oakland, Calif., brought its trademark to life when it filmed a seal bouncing a large ball on its nose. The mammal is performing at the annual Bay Area Sportsmen's Show and climaxes its act by balancing a rubber ball printed with a station's channel number. The film is used in station breaks and on-air promotion.

SAN DIEGO'S
1ST MUSIC STATION
KSON
1ST in PROGRAMMING
1ST in NEWS
1ST in COMMERCIAL STANDARDS
1ST in RESULTS
at the lowest cost
KSON
RADIO
SAN DIEGO
Rates are still LOW Call FORJOE!

The nation's highest audience-rated Negro group
WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT
The McLendon EBONY Stations
Represented by John E. Pearson

"I didn't see a well-stacked babe in the whole damn hospital!"

LOCALE: Moscow City Hospital

SUBJECT: Dick Cheverton, WOOD Broadcasting News Director

SITUATION: Lousy! Recovery from plane crash at Moscow Airport not assisted by cheesecake or decent grub.

What was Chev doing in Russia, anyway? Getting background for news, of course. It just happened he got more than he bargained for in a plane crackup. He *did* return to Grand Rapids with rare insight on one facet of Russian life. WOOD news personnel habitually travel far and wide to write and produce news programs that WOODlanders listen to and watch first and most.

Everybody in Western Michigan is a WOODwatcher!

WOOD-TV is first—morning, noon and night, Monday through Sunday—November '57 Grand Rapids ARB

WOOD-AM is first—morning, noon and night, Monday through Sunday—April '57 Grand Rapids Pulse

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

from **CHARLES V. SKOOG JR.,** *president, Hicks & Greist Inc.*

Advertising in the barter basement: Is pitch more potent than payoff?

Mention a barter tv deal at one of the better eating places where broadcasting and advertising people congregate and you'll either get an argument —or an offer to come around and talk. Because there doesn't seem to be any middle-ground, opinion either runs violently against barter or enthusiastically for it.

About 18 months ago, before barter tv became a subject for conference tables, we made as thorough a study of the phenomenon as was possible without calling in the FBI.

If you've had any sparring matches with barter, you'll appreciate how difficult it was to get any kind of clear-cut perspective on this development, since much of it is conducted in a sort of never-never land, via relatively underground channels. (I often had the feeling that I was operating in a "Cloak and Dagger" society when I met up with many of its voluble personalities.)

Let's clear up one point before we go any further. I do believe that the first advertisers to move into barter arrangements in a big way came out with good deals. But these usually were big transactions, involving big expenditures and risks, and the moment of opportunity for this type of deal is fast slipping by, if it isn't already a thing that "we might have done."

The type of barter tv I'm talking about is of another variety. It is the kind in which you deal through an "intermediary"—or with a possessor of film programming—and not directly with the station or stations concerned. Chances are the intermediary, or "discount house of the tv world," will give you lengthy explanations as to how it, or he, accumulated the availabilities being listed. He will usually accept cash, or merchandise that is readily convertible to cash in this country or in the export markets. This latter claim may tempt many manufacturers who have heavy inventories to trade product for time, with the hope that the product won't clog or clutter his current stateside markets. I've heard of several instances, however, where such merchandise was "exported" to Chicago or Los Angeles—rather than less potentially explosive foreign ports promised.

Perhaps the first thing you discover is that barter "talks" a lot better than it "delivers." Invariably, it seems you can't get the time periods or the specific line-up of markets you seek. You want East Walpole, for example, and they can deliver West Walpole. You want early evening-late evening adult spots, and they can deliver children's shows or questionable evening or afternoon participations. You want vhf, they have uhf. In almost every market, and certainly in every instance where a line-up of markets was involved, Hicks & Greist could never match up our specifications with their availabilities to our (or our client's) satisfaction.

Another point you fast discover is that the stations which are listed on the barter merchant's roundup will give you as good or a better deal if you sallied forth through legitimate channels and bearded the station in its den. Consider too, that any good barter spots you might line up are pre-emptable by an advertiser who is laying his money on the line through normal channels. This can be extremely disconcerting—especially if you have merchandised your "barter acquired" schedule to the hilt locally and then it doesn't run as timetabled. What's more, with the difficulty of checking whether spot schedules are running as ordered when contracted for through regular channels, I often wonder how many "barter spots" appeared in no other place but the schedule sheet which is, more times than not, tardily rendered.

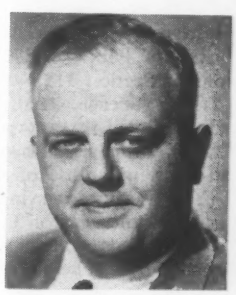
If you are required to produce cash or merchandise in advance of the date the barter spots will run, add an ulcer to your growing galaxy—because I don't believe any reference to Dun & Bradstreet will soothe the gnawing pains you may acquire in the interim.

Frankly, we've discussed barter tv with many of our clients who had a lively interest in this aspect of broadcast media, and some who just had an academic inquisitiveness about the subject. Our recommendation was always the same: Until and unless we are prepared to invest in our own barter deal on a large enough scale to make it a worthwhile expenditure of time, talent and energy, let's forget it. Even under these conditions, I know of experienced hands in the business of barter who of late have turned up with singed fingers. We're still willing to listen to any representative of the barter basement who feels he has a proposition that will be of interest to any of our clients. But, frankly, we don't expect to be deluged with any phenomenal new barter bits which would alter our current thinking.

Hicks & Greist feels that it has come up with, and is coming up with, more than its share of "hot deals" and "packages" for its clients. As are other alert agencies, we are constantly on the local scene to protect our clients' interest in every way we know how. Nor do we hesitate to apply the fresh, new ideas we occasionally pick up in our travels.

We have found that, by and large, barter tv doesn't measure up to the buys we are able to achieve in the usual way —through the cooperation of reps and the stations with whom they work.

Barter tv reminds me of the old merchandising adage: "There is hardly a product known that somebody can't make a little worse and a little cheaper, and people who consider price alone are this man's lawful prey."



Charles Vernon Skoog, b. June 2, 1918, New York. Graduate N. Y. U. After World War II joined Frederick Loeser's department store as copywriter. Became copy chief, later advertising manager. Left Loeser's in 1947 to join Hicks & Greist as copywriter. Successively became copy chief, merchandising director, account supervisor and member of plans board, vice-president and finally president. Likes golf, philately, and music —was a jazz musician before the war— is holder of Bronze Star.

Last Show

ACCORDING to present indications, the NAB convention in Los Angeles next week will be the last of its kind.

The NAB membership has approved a by-laws amendment giving the NAB board more control over convention planning. The board, at its winter meeting in Phoenix last January, voted to limit the national conventions, after this year, to owners and top management. Executives on the operating levels will attend fall conferences replacing regional meetings of former years.

On paper the plan looks good. It would mean a national convention confined to policy-level issues and undistracted by collateral activities. It would mean less total travel time and mileage for top and middle echelon executives who, in the past, have gone to both the national and regional conventions. It would add considerable meaning to the regional meetings, or fall conferences.

In practice, the plan will meet with considerable objection—particularly from program suppliers and other service organizations who would be excluded from official recognition at the national convention. Denied exhibit space at the national convention, these organizations would be invited to the fall conferences. Obviously that would entail the greater expense of setting up shop at eight fall conferences instead of one convention.

Any revision of convention procedure is bound to cause some hardships. The question which must be resolved is whether the hardships would be severe enough to outweigh the advantages to be gained.

In our view, it makes sense to try the plan which the board has adopted and the membership has approved, even though we sympathize with those who will be discommoded.

Timebuyer of the Years

AS possibly his last official act before slipping gracefully into well-earned retirement, Frank Silvernail last Thursday found himself in an accustomed role of creating another "first." He became the first recipient of the "Silver Nail" Award to be given henceforth to the "Timebuyer of the Year." The donor, fittingly, is The Station Representatives' Assn.

Frank Silvernail, after 33 years in broadcasting, retired April from BBDO where he latterly served as manager of the station relations, radio and television department. Many, if not most of the timebuying principles which today are S.O.P., sprang from the mind and the business statesmanship of this kindly gentleman who probably knows more broadcasters than any individual on the customer side of this sometimes wild but always wonderful phenomenon known as broadcasting.

In establishing the annual Silver Nail Award, SRA perpetuates the name of the man who epitomizes the best in the agency business. He, more than any other individual, has, in fact, been the "Timebuyer of the Years."

To the Court of Last Resort

THE U. S. Supreme Court will at last have a chance to review Section 315 of the Communications Act which has made a hopeless mess of political broadcasting.

A classic test of Section 315 is on its way to the highest court after rulings by both a district court and the supreme court of North Dakota. We cannot imagine that Section 315 will survive its present journey intact.

The test arose when WDAY-TV Fargo, N. D., was sued for libel [BROADCASTING, Feb. 4, 1957] because it meticulously observed these provisions of Section 315:

(1) "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station."

WDAY-TV, after carrying broadcasts by the Democratic and Republican candidates for U. S. Senator in 1956, acceded to the demand of an independent with no political future and gave him equal opportunity. The independent polled only 937 votes out of a total of 244,161 when the election was held.

(2) ". . . Such licensee shall have no power of censorship over the material broadcast under the provisions of this section."

WDAY-TV examined the independent's speech before it was broadcast and unsuccessfully urged him to excise what the station regarded as libelous material. It then put the speech on the air, libel and all, in accord with Section 315's prohibition against censorship.

Drawn for BROADCASTING by Sid Hix

"I just want a beer I can cry into!"

A fortnight ago the supreme court of North Dakota ruled that WDAY-TV was immune from libel damages because of Section 315's restrictions against censorship [GOVERNMENT, April 7]. It is this ruling that plaintiff has announced it will take to the U. S. Supreme Court.

Even if the Supreme Court rejects the case or affirms the North Dakota ruling, the muddled history of Section 315 will have been helpfully clarified. In its response to the appeal, WDAY-TV deserves a continuation of the support it has been receiving from other broadcasters through the NAB.

A careful review of Section 315 by the Supreme Court might even lead to revision of the law, which is a necessary preliminary to the intelligent presentation of politics on the air.

A Month to Promote

NATIONAL Radio Week, like all broadcasting, just keeps growing and growing. Now it has become National Radio Month, to be observed from May 1 to May 31.

Radio broadcasters will have a full month to use every facility and organization in their communities to tell the story of radio. They will have literally millions of opportunities to tell America that 150 million radio sets are in operation; that around 98% of all homes are radio-equipped; that 66 million people listen to radio in a single day; that 38 million autos have radios.

The first month-long radio promotion was conceived a year ago in Philadelphia where stations felt that one week was not enough time for the job. The success of Philadelphia stations in utilizing the month prompted the Pennsylvania Assn. of Broadcasters to endorse the idea. NAB's Radio Board agreed, and May was picked as the month.

Radio stations and networks are fortunately situated in their organized effort to call attention to their important role in the nation's cultural and entertainment life. They have their own built-in promotional medium, making possible one of the most powerful forces ever put behind a movement of this type.

Business is better at three-fourths of am stations, judging by the dues classification figures at NAB. Radio Month offers a chance to make the radio business even better than that through stimulated set sales, audience contacts, advertiser-agency impressions and the diversified campaigns being staged by many civic, educational and industry groups cooperating with NAB. Radio is doing well, quite well, despite the recession. Radio, operating in the public interest, has an opportunity to serve its own interest during National Radio Month.

The Man in the KPRC-TV Shirt

ADVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary television stations. Hence the growing popularity of KPRC-TV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more *generous*, and therefore, more *comfortable*. Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable taste.

KPRC-TV is run by a small company of dedicated television men in the City of Houston, Texas. They have been at it, man and boy, since 1949. You'll find all the pertinent data in SRDS, or write to Jack McGrew, Station Manager, or Edward Petry & Co., National Representatives.